



Atty. Dkt. No. 029319-0201

Applicant: Jay A. Haines

Title: INFRARED REFLECTIVE WALL  
PAINT

Appl. No.: 10/811,065

Filing Date: 3/26/2004

Examiner: Alain Bashore

Art Unit: 1762

Conf. No.: 8080

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| <p align="center"><b>CERTIFICATE OF MAILING</b></p> <p>I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as First Class Mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date below.</p> <p><u>Vanessa E. Agba</u><br/>(Printed Name)</p> <p><u>Vanessa E. Agba</u><br/>(Signature)</p> <p><u>August 24 2006</u><br/>(Date of Deposit)</p> |
|---|

**DECLARATION OF JULIE K. MOWERY UNDER 37 C.F.R. 1.132**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

I, Julie K. Mowery, being duly warned, hereby declare as follows:

1. I am a Certified Public Account serving as Chief Financial Office of Textured Coatings of America, Inc., 2422 East 15<sup>th</sup> Street, Panama City, FL 32405, which position I have held since 2002. Prior to joining Textured Coatings of America, Inc. I worked in public accounting for 13 years. I am familiar with the products sold by Textured Coatings of America, Inc., the historic and current costs and revenues associated with these products, and sales and revenues of related products of the architectural coatings industry in the United States.
2. Textured Coatings of America, Inc. manufactures the paints disclosed in the above-referenced patent application with brand name Supercote™. In this declaration, the term "Supercote IR" refers to Supercote™ paint having the infrared (IR) reflective pigments described in the application, which pigments comprise a solid solution having a corundum-hematite crystal

lattice structure. The term “Supercote Non-IR” refers to Supercote™ paint which does not contain the infrared reflective pigment of the application.

3. I have analyzed the sales and pricing of Textured Coatings of America, Inc. related to Supercote™ in the time period 2000 through 2006. This analysis is provided as Exhibit 1. A summary of the analysis of Exhibit 1 is provided below:

| Year | Supercote Sales<br>(Thousand \$) |          |          | Sales Growth<br>Supercote IR<br>(%) | Supercote Price<br>(\$) |       | TexCote Sales<br>(Thousand \$) |
|------|----------------------------------|----------|----------|-------------------------------------|-------------------------|-------|--------------------------------|
|      | Non-IR                           | IR       | Total    |                                     | Non-IR                  | IR    |                                |
| 2000 | 148.94                           |          | 148.94   |                                     | 18.95                   |       | 13,418.68                      |
| 2001 | 139.93                           |          | 139.93   |                                     | 18.95                   |       | 12,752.78                      |
| 2002 | 568.42                           |          | 568.42   |                                     | 18.95                   |       | 11,536.82                      |
| 2003 | 295.69                           | 1,312.99 | 1,608.68 | 183.0                               | 18.95                   | 24.95 | 13,527.71                      |
| 2004 |                                  | 2,800.43 | 2,800.43 | 392.7                               |                         | 29.95 | 14,629.64                      |
| 2005 |                                  | 3,240.09 | 3,240.09 | 470.0                               |                         | 30.95 | 15,393.21                      |
| 2006 |                                  | 4,212.67 | 4,212.67 | 641.3                               |                         | 34.95 | 16,794.98                      |

4. In the table above, the column entitled “Supercote Sales” provides sales data (i.e., total annual sales) for the period 2000-2006 for both Supercote Non-IR and Supercote IR. The term “Non-IR” refers to sales of Supercote Non-IR. The term “IR” refers to sales of Supercote IR. The “Total” column provides the sum of Supercote Non-IR and Supercote IR sales. Supercote IR was introduced in 2003, and at that time Textured Coatings of America, Inc. discontinued the sale of Supercote Non-IR, except for the sale of product to complete ongoing projects. Accordingly, all sales of Supercote™ subsequent to the introduction of Supercote IR in 2003 should be considered Supercote IR sales. Thus, the columns labeled “Non-IR” and “IR” represent sales prior and subsequent to the introduction of Supercote IR. The column labeled “Sales Growth” represents the annual growth in sales of Supercote™ with respect to sales in 2002. The term “Supercote Price” refers to the manufacturer’s suggested retail price per gallon for Supercote Non-IR and Supercote IR. Sales data for 2006 have been annualized based on

actual sales through June, 2006. The term “Texcote Sales” refers to total sales of Textured Coatings of America, Inc. All sales values are in thousands of dollars.

5. As shown in the table above, sales of Supercote™ increased by 2,729% in the period 2000-2006. In particular, sales of Supercote™ increased by 470% in the period 2002-2005, which period represents the time from the last full year in which Supercote Non-IR was marketed to the most recent full year (i.e., Supercote IR sales). Furthermore, sales of Supercote™ increased by 641.3% in the period 2002-2006, whereas total sales of Textured Coatings of America, Inc. increased by 45.6% (i.e., from \$11.536 million in 2002 to \$16.795 million in 2006).

6. The introduction of Supercote IR was accompanied by a pricing increase, from \$18.95/gal for Supercote Non-IR to \$24.95/gal for Supercote IR in 2003. In the period 2003-2006, pricing for Supercote IR increased from \$24.95/gal to \$34.95/gal; i.e., 40.0% increase in price. During the same 2003-2006 period, sales of Supercote™ have increased 261.9% (i.e., from \$1.608 million in 2003 to \$4.214 million in 2006).

7. I have analyzed the total amount (gallons) of Supercote™ paint sold by Textured Coatings of America, Inc. in the period 2000-2006. A summary of these data is provided in the Table following:

| <b>Year</b> | <b>Supercote Total Sold<br/>(Gallons)</b> |
|-------------|---|
| 2000        | 14,541                                    |
| 2001        | 18,060                                    |
| 2002        | 26,886                                    |
| 2003        | 53,358                                    |
| 2004        | 77,448                                    |
| 2005        | 92,080                                    |
| 2006        | 113,234                                   |

8. In the table above, the term “Supercote Total Sold (Gallons)” refers to total number of gallons of Supercote™, including both Supercote Non-IR and Supercote IR, sold in the year. The figure for 2006 has been annualized. Supercote™ total gallons sold increased approximately 98.5% in 2003 over 2002, which increase in unit sales was the result of the introduction of Supercote IR in 2003. Furthermore, Supercote™ total gallons sold has increased 678.7% in the period 2000-2006, and 112.2% in the period 2003-2006, i.e., since the introduction of Supercote IR in 2003.

9. In order to establish annual values of the U.S. market for exterior water-type architectural coatings, which market encompasses the Supercote™ brand, I have relied on data provided by the Economics and Statistics Administration of the U.S. Census Bureau; i.e., reports MA325F(02)-1, MA325F(03)-1, MA325F(04)-1, and MA325F(05)-1 for the period 2002-2005, respectively. Data for 2001 are also provided in the report for 2002, and have been used herein. Copies of these reports are provided herewith as Exhibits 2-5, respectively. A summary of these data is provided in the following table:

| <b>Year</b> | <b>Exterior water-type coatings (Million \$)</b> | <b>TCA Sales (Million \$)</b> | <b>TCA Sales (%)</b> | <b>Supercote Sales (Million \$)</b> | <b>Supercote Sales (%)</b> |
|-------------|--|-------------------------------|----------------------|-------------------------------------|----------------------------|
| 2001        | 1,369.898  | 12.752                        | 0.931                | 0.140                               | 0.010                      |
| 2002        | 1,296.921  | 11.537                        | 0.889                | 0.568                               | 0.044                      |
| 2003        | 1,295.764  | 13.528                        | 1.044                | 1.609                               | 0.124                      |
| 2004        | 1,414.222  | 14.630                        | 1.034                | 2.800                               | 0.198                      |
| 2005        | 1,418.266  | 15.393                        | 1.085                | 3.240                               | 0.228                      |

10. In the table above, the term “Exterior water-type coating” refers to Produce code 3255101131 (Table 2) of Exhibits 2-5, which term reflect the total sales of all “Water thinned paints and tinting bases, including barn and roof paints” which are of the exterior water-type of architectural paints. See Exhibits 2-5. The term “TCA Sales” refers to the total sales of Textured Coatings of America, Inc. The term “TCA Sales (%)” refers to the ratio of TCA Sales to exterior water-type coatings sales, expressed as a percentage. The term “Supercote Sales” refers to sales

of the Supercote™ brand by Textured Coatings of America, Inc. The term “Supercote Sales (%)” refers to the ratio of Supercote Sales to exterior water-type coatings sales, expressed as a percentage. All values, except percentages, are in millions of dollars.

11. In the period 2002-2005, the total U.S. market for exterior water-type architectural paints experienced an increase of 9.36% (i.e., from \$1,297 million to \$1,418 million). As described in Item 5 above, during this time period sales of Supercote™ experienced a 470% increase.

12. I have analyzed the advertising and sales aid costs of Textured Coatings of America, Inc. in the time period 2000 through 2006. This analysis is provided as Exhibit 6. A summary of the analysis of Exhibit 6 is provided below:

| <b>Year</b> | <b>General Advertising (\$)</b> | <b>Sales Aids (\$)</b> | <b>Total Advertising and Sales Aids (\$)</b> |
|-------------|---------------------------------|------------------------|--|
| 2000        | 89,296.27                       | 108,736.57             | 198,032.84                                   |
| 2001        | 67,686.03                       | 129,287.75             | 196,973.78                                   |
| 2002        | 62,877.51                       | 128,853.03             | 191,730.54                                   |
| 2003        | 48,495.74                       | 210,365.03             | 258,860.77                                   |
| 2004        | 45,961.36                       | 292,335.93             | 338,297.29                                   |
| 2005        | 31,019.60                       | 158,784.82             | 189,804.42                                   |
| 2006        | 23,735.12                       | 191,944.28             | 215,679.40                                   |

13. In the table above, the term “General Advertising” refers to expenses related to traditional advertising such as publicity firms, ads in various publications, mass mailings, website design, and the like. The term “Sales Aids” refers to expenses related to creating and distributing sales aids to dealers, architects, contractors, and other interested buyers. The term “Total Advertising and Sales Aids” refers to the sum of General Advertising and Sales Aids. Figures for 2006 are annualized.

14. Regarding sales aids, Textured Coatings of America, Inc. has created a unique set of sales aids for both the commercial and home improvement divisions. Regarding commercial sales

aids, these include a sophisticated commercial binder containing product information, samples, brochures, and application guides.

15. Importantly, the binder described in Item 14 was developed and produced during the period 2003-2004 which is reflected in the increase in sales aid expenses during this period. The only information contained in the binder regarding Supercote IR is a technical data sheet describing the product. No Supercote IR brochures or samples have been included in the binder. Furthermore, as shown in the table above, the cost of developing and producing the commercial sales aid binder was incurred only in 2003-2004. Indeed, sales aids expenses decreased 45.7% in 2005 relative to expenses in 2004 (i.e., \$158,784.82 in 2005 compared with \$210,365.03 in 2004), which decrease is attributable to decreased expense due to the end of development and production of the binder. Furthermore, total advertising and sales aid expenses in 2005 actually decreased relative to 2002 expenses (i.e., \$189,804.42 in 2005 compared with \$191,730.54 in 2002).

16. Regarding home improvement sales aids, these include sales kits, pitch books, brochures, and demonstration equipment. None of these home improvement sales aids are produced specifically for Supercote IR customers.

17. Regarding Supercote IR marketing, the amount spent on the Supercote IR line of products since its introduction and through the period 2003-2006 is consistent with the advertising and sales aid expenditures on other products of Textured Coatings of America, Inc.

18. During 2004-2006, Textured Coatings of America, Inc. instituted a new program for home improvement dealers which gave them an allowance to purchase sales aids based on a percentage of prior year sales. The result of this program was to convert sales aids from a marketing tool into a commodity that dealers could purchase to market their services to homeowners. This shift in emphasis demonstrates that the development of sales aids did not create the Supercote IR market, but is instead a response to increased sales and dealer demand.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further, that these statements are made with the knowledge that willful false statements are so made punishable by fine or imprisonment, or both, under Section 101 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

8/22/06  
Date

Julie K. Mowery  
Julie K. Mowery

Attachments:

- Exhibit 1: Sales figures, Textured Coatings of America, Inc., 2000-2006.
- Exhibits 2-5: U.S. Census Bureau economic reports "Paints and Allied Products" for 2002-2005, respectively.
- Exhibit 6: Advertising and sales aids expenses, Textured Coatings of America, Inc., 2000-2006.

**Exhibit 1: Sales figures, Textured Coatings of America, Inc., 2000-2006.**

Textured Coatings of America, Inc  
 Supercote IR vs. Non-IR Sales, Pricing, & Cost Analysis  
 2000 - 2006 (Annualized)

|   | 2000 Total        | 2001 Total        | 2002 Total        | 2003 Total          | 2004 Total          | 2005 Total          | 2006 Total<br>Annualized |
|---|-------------------|-------------------|-------------------|---------------------|---------------------|---------------------|--------------------------|
| <b>Total Sales:</b>   | 13,418,683.47     | 12,752,870.10     | 11,536,815.50     | 13,527,712.29       | 14,629,643.00       | 15,393,208.58       | 16,794,975.82            |
| <b>Supercote Sales:</b>                                     |                   |                   |                   |                     |                     |                     |                          |
| <i>Non-IR Supercote Sales</i>                               | 148,939.00        | 139,933.60        | 568,421.24        | 295,686.54          |                     |                     |                          |
| <i>IR Supercote Sales</i>                                   |                   |                   |                   | 1,312,989.50        | 2,800,427.38        | 3,240,090.00        | 4,212,667.60             |
| <b>Total</b>  | <b>148,939.00</b> | <b>139,933.60</b> | <b>568,421.24</b> | <b>1,608,676.04</b> | <b>2,800,427.38</b> | <b>3,240,090.00</b> | <b>4,212,667.60</b>      |
| <b>Supercote Sales Growth:</b><br><i>(Relative to 2002)</i> |                   |                   |                   | 183.01%             | 392.70%             | 470.00%             | 641.30%                  |
| <b>Pricing:</b>   |                   |                   |                   |                     |                     |                     |                          |
| <i>Pricing Supercote Non-IR</i>                             | 18.95             | 18.95             | 18.95             | 18.95               | 19.95               | 20.95               | 22.45                    |
| <i>Pricing Supercote IR</i>                                 |                   |                   |                   | 24.95               | 29.95               | 30.95               | 34.95                    |



**Exhibits 2-5: U.S. Census Bureau economic reports MA325F(02)-1, MA325F(03)-1, MA325F(04)-1, and MA325F(05)-1, “Paints and Allied Products” for 2002-2005, respectively.**

MA325F(02)-1

## Current Industrial Reports

Current data are released electronically on Internet for all individual surveys as they become available. Use: <http://www.census.gov/mcd/>.

Individual reports can be accessed by choosing "Current Industrial Reports (CIR)," clicking on "CIRs by Subsector;" then choose the survey of interest. Follow the menu to view the PDF file or to download the worksheet file (WK format) to your personal computer.

These data are also available on Internet through the U.S. Department of Commerce and STAT-USA by subscription. The Internet address is: [www.stat-usa.gov/](http://www.stat-usa.gov/). Follow the prompts to register. Also, you may call 202-482-1986 or 1-800-STAT-USA, for further information.

**SUMMARY OF FINDINGS.** In 2002, total manufacturers' estimated shipments of paint and

allied products amounted to \$17,210.4 million, virtually unchanged from the 2001 shipments of \$17,274.7 million. Shipments of architectural coatings increased 1.2 percent to \$7,123.1 million in 2002, from \$7,038.3 million in 2001. Shipments of OEM coatings amounted to \$5,548.2 million in 2002, virtually unchanged from the 2001 shipments of \$5,566.6. Shipments of special-purpose coatings decreased 1.7 percent to \$3,351.5 million in 2002, from \$3,408.1 million in 2001. Shipments of miscellaneous allied paint products decreased 5.9 percent to \$1,187.6 million in 2002, from \$1,261.7 million in 2001.

For general CIR information, explanation of general terms and historical note, see the appendix.

Address inquiries concerning these data to Primary Goods Industries Branch, Manufacturing and Construction Division (MCD), Washington, DC 20233-6900, or call Thanos Theodoropoulos, 301-763-1606.

For mail or fax copies of this publication, please contact the Information Services Center, MCD, Washington, DC 20233-6900, or call 301-763-4673.

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Table 1. Summary of Estimated U.S. Total Quantity and Value of Shipments of Paint and Allied Products: 1997 to 2002  
[Quantity in millions of gallons. Value in millions of dollars]

| Year      | Total    |          | Architectural coatings |         | Product coatings OEM |         | Special-purpose coatings |         | Miscellaneous allied paint products |         |
|-----------|----------|----------|------------------------|---------|----------------------|---------|--------------------------|---------|-------------------------------------|---------|
|           | Quantity | Value    | Quantity               | Value   | Quantity             | Value   | Quantity                 | Value   | Quantity                            | Value   |
| 2002..... | 1,463.0  | 17,210.4 | 718.7                  | 7,123.1 | 412.0                | 5,548.2 | 183.0                    | 3,351.5 | 149.3                               | 1,187.6 |
| 2001..... | 1,392.9  | 17,274.7 | r/ 667.0               | 7,038.3 | 406.5                | 5,566.6 | 161.2                    | 3,408.1 | 158.2                               | 1,261.7 |
| 2000..... | 1,467.2  | 17,724.7 | 650.6                  | 6,461.4 | 453.4                | 6,149.2 | 182.4                    | 3,607.0 | 180.8                               | 1,507.1 |
| 1999..... | 1,466.2  | 17,813.4 | 660.2                  | 6,617.9 | 439.7                | 6,146.3 | 174.4                    | 3,532.3 | 191.9                               | 1,516.9 |
| 1998..... | 1,443.7  | 17,298.2 | 631.6                  | 6,115.2 | 428.3                | 6,098.2 | 173.3                    | 3,472.0 | 210.5                               | 1,612.8 |
| 1997..... | 1,472.8  | 16,559.5 | 655.6                  | 6,264.9 | 425.4                | 5,750.7 | 181.8                    | 2,896.0 | 210.0                               | 1,647.9 |

r/Revised by 5 percent or more from previously published data.

Note: Data for 1997 through 2002 are estimates of the total U.S. value of shipments of paint, varnish, and lacquer. These factors are: 1.002 for "Architectural coatings," .993 for "Product coatings OEM," 1.051 for "Special-purpose coatings," and 1.048 for "Miscellaneous allied paint products." For example: the quantity and value of OEM coatings for 2002 shown in Table 2 amounted to 414,943 and \$5,587,296, respectively. Adjusting these data by the factor of .993 (multiplying 414,943 and 5,587,296 by .993) equals the adjusted and rounded quantity and value of 412.0 and \$5,548.2 shown in Table 1. For 1997, the adjustment factors are: 1.008 for "Architectural coatings," 0.989 for "Product coatings OEM," 1.011 for "Special-purpose coatings," and 1.026 for "Miscellaneous allied paint products." These factors are used because the annual survey panel was selected to measure approximately 95 percent of the total shipments in the paint industry (NAICS 325510, formerly SIC 2851). The adjustment factors (based on the 1997 Census of Manufactures' relationships) bring each product class value up to 100 percent. Quarterly data for 2002 and 2001 reflect the adjusted totals in Table 1 and are shown in Table 3 along with the quarterly data originally published in the Current Industrial Reports quarterly series MQ325F, "Paint, Varnish, and Lacquer."

Table 2. Quantity and Value of Shipments of Paint and Allied Products: 2002 and 2001  
[Quantity in thousand of gallons. Value in thousand of dollars]

| Product code | Product description  | 2002      |            |    | 2001      |              |
|--------------|--|-----------|------------|----|-----------|--------------|
|              |  | Quantity  | Value      |    | Quantity  | Value        |
| 325510       | Paint and allied products 1/.....  | 1,448,755 | 17,018,272 |    | 1,379,399 | 17,076,636   |
| 3255101      | Architectural coatings.....  | 717,230   | 7,108,866  | r/ | 665,705   | 7,024,254    |
|              | Exterior solvent-type.....   | 70,967    | 820,186    |    | 64,418    | 789,979      |
| 3255101111   | Solvent thinned paints and tinting bases, including barn and roof paints.....                | 19,874    | 227,580    |    | 18,513    | 213,751      |
| 3255101115   | Solvent thinned enamels and tinting bases, including exterior-interior floor enamels.....    | 11,444    | 155,325    | r/ | 11,847    | r/ 185,268   |
| 3255101119   | Solvent thinned undercoaters and primers.....  | 9,184     | 109,350    |    | 8,118     | 98,981       |
| 3255101121   | Solvent thinned clear finishes and sealers.....  | 5,701     | 69,670     | r/ | 5,147     | r/ 63,066    |
| 3255101125   | Solvent thinned stains, including shingle and shake.....                                     | 14,665    | 176,449    | r/ | 13,020    | 160,663      |
| 3255101129   | Other exterior solvent thinned coatings, including bituminous paints.....                    | 10,099    | 81,812     |    | 7,773     | 68,250       |
|              | Exterior water-type.....   | 182,423   | 1,863,503  | r/ | 172,253   | r/ 1,885,278 |
| 3255101131   | Water thinned paints and tinting bases, including barn and roof paints.....                  | 118,492   | 1,296,921  | r/ | 115,147   | 1,369,898    |
| 3255101135   | Water thinned exterior-interior deck and floor enamels.....                                  | 4,186     | 38,948     | r/ | 3,960     | r/ 38,154    |
| 3255101139   | Water thinned undercoaters and primers.....  | 13,786    | 145,495    | r/ | 11,791    | 133,167      |
| 3255101141   | Water thinned stains and sealers.....  | 16,773    | 158,898    | r/ | 15,817    | r/ 156,180   |
| 3255101145   | Other exterior water thinned coatings.....   | 29,186    | 223,241    |    | 25,538    | 187,879      |
|              | Interior solvent-type.....   | 48,947    | 583,634    |    | 43,897    | 555,978      |
| 3255101211   | Flat solvent thinned wall paint and tinting bases, including mill white paints.....          | 6,288     | 98,147     | r/ | 2,927     | r/ 60,881    |
| 3255101215   | Gloss and quick drying enamels and other gloss solvent thinned paints and enamels.....       | 4,164     | 66,886     | r/ | 3,638     | r/ 55,292    |
| 3255101219   | Semigloss, eggshell, satin solvent thinned paints, and tinting bases.....                    | 9,674     | 125,579    |    | 10,668    | 151,490      |
| 3255101221   | Solvent thinned undercoaters and primers.....  | 11,602    | 118,972    |    | 11,168    | 115,694      |
| 3255101225   | Solvent thinned clear finishes and sealers.....  | 7,429     | 91,865     |    | 7,510     | 100,879      |
| 3255101229   | Solvent thinned stains.....  | 1,892     | 18,536     |    | 1,936     | 25,503       |
| 3255101231   | Other interior solvent thinned coatings.....   | 7,898     | 63,649     |    | 6,050     | 46,239       |
|              | Interior water-type.....   | 407,104   | 3,762,439  | r/ | 378,136   | 3,723,338    |
| 3255101235   | Flat water thinned paints and tinting bases.....   | 162,810   | 1,298,859  | r/ | 152,060   | 1,293,727    |
| 3255101239   | Semigloss, eggshell, satin, and other water thinned paints and tinting bases.....            | 164,419   | 1,675,411  | r/ | 154,668   | r/ 1,715,086 |
| 3255101241   | Water thinned undercoaters and primers.....  | 43,051    | 336,487    | r/ | 37,818    | 317,270      |
| 3255101245   | Other interior water thinned coatings, stains, and sealers.....                              | 36,824    | 451,682    |    | 33,590    | 397,255      |
| 3255101249   | Architectural lacquers.....  | 5,808     | 55,698     |    | 5,167     | 47,718       |
| 3255101YVV   | Architectural coatings, n.s.k. ....  | 1,981     | 23,406     |    | 1,834     | 21,963       |
| 3255104      | Product finishes for original equipment manufacturers (OEM), excluding marine coatings.....  | 414,943   | 5,587,296  |    | 409,326   | 5,605,798    |
| 3255104111   | Automobile, light truck, van, and sport utility vehicle finishes.....                        | 47,994    | 1,069,435  |    | 44,434    | 1,055,137    |
| 3255104121   | Automobile parts finishes.....   | 5,636     | 157,997    | r/ | 5,111     | r/ 148,797   |
| 3255104131   | Heavy duty truck, bus, and recreational vehicle finishes.....                                | 12,481    | 298,665    |    | 12,064    | 272,620      |
| 3255104141   | Other transportation equipment finishes, including aircraft and railroad.....                | 11,558    | 161,933    |    | 12,473    | 182,520      |
| 3255104211   | Appliance, heating equipment, and air-conditioner finishes.....                              | 7,329     | 86,341     |    | 7,963     | 116,858      |
| 3255104215   | Wood furniture, cabinet, and fixture finishes.....   | 43,725    | 463,771    |    | 42,503    | 464,626      |
| 3255104219   | Wood and composition board flat stock finishes.....  | 10,060    | 104,387    |    | 11,287    | 121,097      |
| 3255104221   | Metal building product finishes, including coatings for aluminum extrusions and siding.....  | 35,855    | 543,635    |    | 36,831    | 582,147      |
| 3255104225   | Container and closure finishes.....  | 43,393    | 453,281    |    | 38,583    | 438,230      |
| 3255104229   | Machinery and equipment finishes, including road building equipment and farm implements..... | 18,865    | 461,740    |    | 19,567    | 467,836      |
| 3255104231   | Nonwood furniture and fixture finishes, including business equipment finishes.....           | 38,842    | 413,894    |    | 56,109    | 479,205      |
| 3255104235   | Paper, paper board, film, and foil finishes, excluding pigment binders.....                  | 14,241    | 119,927    |    | 14,437    | r/ 115,020   |
| 3255104239   | Electrical insulating coatings.....  | 4,447     | 32,295     |    | 1,898     | 28,546       |
|              | Powder coatings.....   | 77,567    | 764,855    |    | 61,534    | 721,003      |
| 3255104241   | Appliance powder coatings 2/.....  | 11,889    | 165,869    |    | 9,509     | 138,550      |
| 3255104245   | Automotive powder coatings 2/.....   | 8,903     | 103,643    |    | 8,098     | 105,419      |
| 3255104249   | Architectural powder coatings (such as aluminum extrusions) 2/.....                          | 2,062     | 19,403     |    | 1,671     | 22,365       |
| 3255104251   | Lawn and garden powder coatings 2/.....  | 2,434     | 23,194     |    | 1,902     | 23,993       |
| 3255104255   | General metal finishing powder coatings 2/.....  | 22,203    | 283,636    |    | 20,660    | 288,464      |

Continued

Table 2. Quantity and Value of Shipments of Paint and Allied Products: 2002 and 2001  
[Quantity in thousand of gallons. Value in thousand of dollars]

| Product code | Product description   | 2002     |            | 2001      |           |
|--------------|---|----------|------------|-----------|-----------|
|              |   | Quantity | Value      | Quantity  | Value     |
| 3255104259   | Thermoset functional powder coatings (for pipe, rebar, electrical insulation, etc.) 2/.....   | (D)      | (D)        | (D)       | (D)       |
| 3255104261   | Thermoplastic powder coatings (all) 2/.....   | (D)      | (D)        | (D)       | (D)       |
| 3255104265   | Other industrial product finishes.....  | 38,485   | 399,391    | 39,793    | 368,162   |
| 3255104YV    | Product finishes for original equipment manufacturers (OEM), excluding marine coatings, n.s.k. ....   | 4,465    | 55,749 r/  | 4,739     | 43,994    |
| 3255107      | Special-purpose coatings, including all marine coatings.....  | 174,114  | 3,188,857  | 153,375   | 3,242,694 |
|              | Industrial new construction and maintenance paints (especially formulated coatings for special conditions of industrial plants and/or facilities requiring protection against extreme temperatures, fungi, chemicals, fumes, etc.): |          |            |           |           |
| 3255107111   | Interior.....   | 23,370   | 227,343    | 14,760    | 212,382   |
| 3255107115   | Exterior.....   | 34,207   | 558,831    | 28,384    | 541,574   |
| 3255107121   | Traffic marking paints (all types; shelf goods and highway department).....   | 39,397   | 240,644    | 37,403    | 280,453   |
| 3255107131   | Automotive, other transportation and machinery refinish paints and enamels, including primers.....  | 45,979   | 1,632,501  | 42,451    | 1,671,812 |
| 3255107141   | Marine paints, ship and off-shore facilities and shelf goods for both new construction and marine refinish and maintenance, excludes spar varnish.....  | 13,565   | 253,207 r/ | 12,854    | 276,873   |
| 3255107151   | Marine paints for yacht and pleasure craft, new construction, refinish, and maintenance.....  | (D)      | (D)        | (D)       | (D)       |
| 3255107161   | Aerosol-paint concentrates produced for packaging in aerosol containers.....  | (D)      | (D)        | (D)       | (D)       |
| 3255107YV    | Special-purpose coatings, n.s.k. ....   | 4,233    | 60,869     | 3,982     | 58,408    |
| 325510A      | Miscellaneous allied paint products.....  | 142,468  | 1,133,253  | 150,993   | 1,203,890 |
| 325510A111   | Paint and varnish removers.....   | 6,433    | 59,630 r/  | 7,016     | 61,549    |
| 325510A121   | Thinners for lacquers and other solvent based paint products..  | 31,386   | 153,264    | 32,757    | 166,720   |
| 325510A131   | Pigment dispersions.....  | 25,151   | 385,701    | 24,143    | 364,958   |
| 325510A141   | Other miscellaneous allied paint products, including brush cleaners, ink vehicles, putty and glazing compounds, etc. ....   | 78,512   | 500,221 r/ | 85,950 r/ | 577,259   |
| 325510AYV    | Miscellaneous allied paint products, n.s.k. ....  | 986      | 34,437     | 1,127     | 33,404    |

D Withheld to avoid disclosing data for individual companies; data are included in higher level totals. n.s.k. Not specified by kind.  
r/Revised by 5 percent or more from previously published data.

1/Represents total shipments for those establishments producing paint and allied products that have 20 or more employees. These establishments represent approximately 95 percent of the total value of shipments for NAICS industry 325510, Paint, varnishes, lacquers, enamels, and allied products, based on relationships observed in the 1997 Economic Census, Manufacturing sector's final report.

2/Data for powder coatings are collected in pounds and converted to gallons by using a conversion factor of 5 (5 lbs. = 1 gallon). Data collected in pounds amounted to 387,835 thousand pounds in 2002 and 307,670 thousand pounds in 2001.

Table 3. Quantity and Value of Shipments of Paint, Varnish, and Lacquer by Quarter: 2002 and 2001  
[Quantity in thousands of gallons. Value in thousands of dollars]

| Quarter and year    | As revised   |            |                        |           |                      |           |                          |           |
|---------------------|--------------|------------|------------------------|-----------|----------------------|-----------|--------------------------|-----------|
|                     | Total        |            | Architectural coatings |           | Product coatings OEM |           | Special-purpose coatings |           |
|                     | Quantity     | Value      | Quantity               | Value     | Quantity             | Value     | Quantity                 | Value     |
| <b>2002</b>         |              |            |                        |           |                      |           |                          |           |
| Total.....          | 1,313,696    | 16,022,757 | 718,664                | 7,123,083 | 412,038              | 5,548,184 | 182,994                  | 3,351,490 |
| Fourth quarter..... | 297,509      | 3,600,709  | 157,525                | 1,531,123 | 103,466              | 1,362,893 | 36,518                   | 706,693   |
| Third quarter.....  | 348,625      | 4,251,368  | 189,790                | 1,913,904 | 106,667              | 1,419,680 | 52,168                   | 917,784   |
| Second quarter..... | 366,240      | 4,440,745  | 204,075                | 2,036,067 | 106,667              | 1,448,653 | 55,498                   | 956,025   |
| First quarter.....  | 301,322      | 3,729,935  | 167,274                | 1,641,989 | 95,238               | 1,316,958 | 38,810                   | 770,988   |
| <b>2001</b>         |              |            |                        |           |                      |           |                          |           |
| Total.....          | 1,234,694    | 16,012,931 | 667,036                | 7,038,303 | 406,461              | 5,566,557 | 161,197                  | 3,408,071 |
| Fourth quarter..... | 282,566      | 3,722,517  | 154,662                | 1,663,365 | 94,593               | 1,310,024 | 33,311                   | 749,128   |
| Third quarter.....  | 320,954      | 4,172,772  | 175,752                | 1,868,950 | 99,571               | 1,378,972 | 45,631                   | 924,850   |
| Second quarter..... | 345,755      | 4,428,762  | 188,981                | 1,988,244 | 108,230              | 1,466,992 | 48,544                   | 973,526   |
| First quarter.....  | 285,419      | 3,688,880  | 147,641                | 1,517,744 | 104,067              | 1,410,569 | 33,711                   | 760,567   |
| Quarter and year    | As published |            |                        |           |                      |           |                          |           |
|                     | Total        |            | Architectural coatings |           | Product coatings OEM |           | Special-purpose coatings |           |
|                     | Quantity     | Value      | Quantity               | Value     | Quantity             | Value     | Quantity                 | Value     |
| <b>2002</b>         |              |            |                        |           |                      |           |                          |           |
| Total.....          | 1,247,612    | 16,360,897 | 677,667                | 7,190,977 | 413,920              | 5,844,207 | 156,025                  | 3,325,713 |
| Fourth quarter..... | 283,614      | 3,682,585  | 148,539                | 1,545,717 | 103,939              | 1,435,610 | 31,136                   | 701,258   |
| Third quarter.....  | 330,597      | 4,338,298  | 178,963                | 1,932,146 | 107,154              | 1,495,427 | 44,480                   | 910,725   |
| Second quarter..... | 346,906      | 4,530,092  | 192,433                | 2,055,474 | 107,154              | 1,525,946 | 47,319                   | 948,672   |
| First quarter.....  | 286,495      | 3,809,922  | 157,732                | 1,657,640 | 95,673               | 1,387,224 | 33,090                   | 765,058   |
| <b>2001</b>         |              |            |                        |           |                      |           |                          |           |
| Total.....          | 1,187,214    | 15,717,539 | 618,436                | 6,744,304 | 407,034              | 5,560,939 | 161,744                  | 3,412,296 |
| Fourth quarter..... | 271,543      | 3,652,643  | 143,393                | 1,593,884 | 94,726               | 1,308,702 | 33,424                   | 750,057   |
| Third quarter.....  | 308,445      | 4,094,458  | 162,947                | 1,790,881 | 99,712               | 1,377,581 | 45,786                   | 925,996   |
| Second quarter..... | 332,303      | 4,345,437  | 175,212                | 1,905,193 | 108,382              | 1,465,511 | 48,709                   | 974,733   |
| First quarter.....  | 274,923      | 3,625,001  | 136,884                | 1,454,346 | 104,214              | 1,409,145 | 33,825                   | 761,510   |

See note at end of Table 1.

Table 4. Value of Shipments, Exports, Imports, and Apparent Consumption of Selected Paints: 2002 and 2001  
[Value in millions of dollars]

| Product code              | Product description                                    |           | Manu-<br>facturers'<br>shipments | Exports of<br>domestic<br>merchan-<br>dise 1/ | Percent<br>exports to<br>manufac-<br>turers'<br>shipments | Imports<br>for<br>consump-<br>tion 2/ 3/ | Apparent<br>consump-<br>tion 4/ |
|---------------------------|--|-----------|----------------------------------|---|---|--|---------------------------------|
| 3255101100,<br>4100, 7100 | Paint, varnish, and lacquer.....                       | 2002..... | 16,022.8                         | 1,082.3                                       | 6.8   | 416.2                                    | 15,356.7                        |
|                           |  | 2001..... | 16,013.0                         | 1,042.9                                       | 6.5   | 438.4                                    | 15,408.5                        |
| 325510A111,<br>A121       | Paint and varnish removers,<br>including thinners..... | 2002..... | 223.1                            | 70.0  | 31.4  | 19.4                                     | 172.5                           |
|                           |  | 2001..... | 239.2                            | 61.2  | 25.6  | 17.2                                     | 195.2                           |
| 325510A141                | Other miscellaneous allied<br>paint products.....      | 2002..... | 524.2                            | 134.6   | 25.7  | 67.7                                     | 457.3                           |
|                           |  | 2001..... | 605.0                            | 154.7   | 25.6  | 85.6                                     | 535.9                           |

1/Source: Census Bureau report EM 545, U. S. Exports.

2/Source: Census Bureau report IM 145, U. S. Imports for Consumption.

3/Dollar value represents the c.i.f. (cost, insurance, and freight) value at first port of entry in the United States plus U.S. import duties.

4/Apparent consumption is equal to domestic shipments, plus imports, minus exports.

**Table 5. Comparison of North American Industry Classification System (NAICS)-Based Product Codes with Schedule B Export Codes, and HTSUSA Import Codes: 2002**

| Product code           | Product description                                 | Export code 1/ | Import code 2/ |
|------------------------|---|----------------|----------------|
| 3255101100, 4100, 7100 | Paint, varnish, and lacquers.....                   | 3208.10.0000   | 3208.10.0000   |
|                        |   | 3208.20.0000   | 3208.20.0000   |
|                        |   | 3208.90.0000   | 3208.90.0000   |
|                        |   | 3209.10.0000   | 3209.10.0000   |
|                        |   | 3209.90.0000   | 3209.90.0000   |
| 325510A111. A121       | Paint and varnish removers, including thinners..... | 3814.00.0000   | 3814.00.1000   |
|                        |   |                | 3814.00.2000   |
|                        |   |                | 3814.00.5010   |
|                        |   |                | 3814.00.5090   |
| 325510A141             | Other miscellaneous allied paint products.....      | 3210.00.0000   | 3210.00.0000   |
|                        |   | 3211.00.0000   | 3211.00.0000   |
|                        |   | 3214.10.0020   | 3214.10.0020   |
|                        |   | 3214.10.0090   | 3214.10.0090   |

1/Source: 2002 edition, Harmonized System-Based Schedule B, Statistical Classification of Domestic and Foreign Commodities Exported from the United States.

2/Source: Harmonized Tariff Schedule of the United States, Annotated (2002).



# Appendix.

## General CIR Survey Information, Explanation of General Terms and Historical Note

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### GENERAL

The CIR program has been providing monthly, quarterly, and annual measures of industrial activity for many years. Since 1904, with its cotton and fats and oils surveys, the CIR program has formed an essential part of an integrated statistical system involving the quinquennial economic census, manufacturing sector, and the annual survey of manufactures. The CIR surveys, however, provide current statistics at a more detailed product level than either of the other two statistical programs.

The primary objective of the CIR program is to produce timely, accurate data on production and shipments of selected products. The data are used to satisfy economic policy needs and for market analysis, forecasting, and decision making in the private sector. The product-level data generated by these surveys are used extensively by individual firms, trade associations, and market analysts in planning or recommending marketing and legislative strategies, particularly if their industry is significantly affected by foreign trade. Although production and shipments information are the two most common data items collected, the CIR program collects other measures also such as inventories, orders, and consumption. These surveys measure manufacturing activity in important commodity areas such as textiles and apparel, chemicals, primary metals, computer and electronic components, industrial equipment, aerospace equipment, and consumer goods.

The CIR program uses a unified data collection, processing, and publication system. The U.S. Census Bureau updates the survey panels for most reports annually and reconciles the estimates to the results of the broader-based annual survey of manufactures and the economic census, manufacturing sector. The manufacturing sector provides a complete list of all producers of the products covered by the CIR program and serves as the primary source for CIR sampling. Where a small number of producers exist, CIR surveys cover all known producers of a product. However, when the number of producers is too large, cutoff and random sampling techniques are used. Surveys are continually reviewed and modified to provide the most up-to-date information on products produced. The CIR program includes a group of mandatory and voluntary surveys. Typically the monthly and quarterly surveys are conducted on a voluntary basis. Those companies that choose not to respond to the voluntary surveys are required to submit a mandatory annual counterpart corresponding to the more frequent survey.

### NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS), 1997

The adoption of the North American Industry Classification System (NAICS) in the 1997 Economic Census has had a major impact on the comparability of current and historic data. Approximately half of the industries in the manufacturing sector of NAICS do not have comparable industries in the Standard Industrial Classification (SIC) system that was used in the past.

While most of the change affecting the manufacturing sector was change within the sector, some industries left manufacturing and others came into manufacturing. Prominent among those that left manufacturing are logging and portions of publishing. Prominent among the industries that came into the manufacturing sector are bakeries, candy stores where candy is made on the premises, custom tailors, makers of custom draperies, and tire retreading. The net effect of the classification changes are such that if the 1997 value of shipments data for all manufacturers were tabulated on an SIC basis, it would be approximately 3 percent higher.

Listed below are the NAICS sectors:

- 21 Mining
- 22 Utilities
- 23 Construction
- 31-33 Manufacturing
- 42 Wholesale Trade
- 44-45 Retail Trade
- 48-49 Transportation and Warehousing
- 51 Information
- 52 Finance and Insurance
- 53 Real Estate and Rental and Leasing
- 54 Professional, Scientific, and Technical Services
- 55 Management of Companies and Enterprises
- 56 Administrative and Support and Waste Management and Remediation Services
- 61 Educational Services
- 62 Health Care and Social Assistance
- 71 Arts, Entertainment, and Recreation
- 72 Accommodation and Foodservices
- 81 Other Services (except Public Administration)

(Not listed above are the Agriculture, Forestry, Fishing, and Hunting sector (NAICS 11), partially covered by the census of agriculture conducted by the U.S. Department of Agriculture, and the Public Administration sector (NAICS 92), covered by the census of governments conducted by the Census Bureau.)

The 20 NAICS sectors are subdivided into 96 subsectors (three-digit codes), 313 industry groups (four-digit codes), and, as implemented in the United States, 1170 industries (five- and six-digit codes).

## FUNDING

The Census Bureau funds most of the surveys. However, a number of surveys are paid for either fully or partially by other Federal Government agencies or private trade associations. A few surveys are mandated, but all are authorized by Title 13 of the United States Code.

## RELIABILITY OF DATA

Survey error may result from several sources including the inability to obtain information about all cases in the survey, response errors, definitional difficulties, differences in the interpretation of questions, mistakes in recording or coding the reported data, and other errors of collection, response, coverage, and estimation. These nonsampling errors also occur in complete censuses. Although no direct measurement of the biases due to these nonsampling errors has been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is the imputing of data for nonrespondents, for late reporters, and for data that fail logic edits. Missing figures are imputed based on period-to-period movements shown by reporting firms. A figure is considered to be an impute if the value was not directly reported on the questionnaire, directly derived from other reported items, directly available from supplemental sources, or obtained from the respondent during the analytical review phase. Imputation generally is limited to a maximum of 10 percent for any one data cell. Figures with imputation rates greater than 10 percent are suppressed or footnoted. The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, because the actual yearly movements for nonrespondents may or may not closely agree with the imputed movements. The range of difference between the actual and imputed figures is assumed to be small. The degree of uncertainty regarding the accuracy of the published data increases as the percentage of imputation increases. Figures with imputation rates above 10 percent should be used with caution.

## DATA REVISIONS

Statistics for previous years may be revised as the result of corrected figures from respondents, late reports for which imputations were originally made, or other corrections. Data that have been revised by more than 5 percent from previously published data are indicated by footnotes.

## DISCLOSURE

The Census Bureau collects the CIR data under the authority of Title 13, United States Code, which specifies that the information can only be used for statistical purposes and cannot be published or released in any manner that would identify a person, household, or establishment. "D" indicates that data in the cell have been suppressed to avoid disclosure of information pertaining to individual companies.

## EXPLANATION OF GENERAL TERMS

**Capacity.** The maximum quantity of a product that can be produced in a plant in 1 day if operating for 24 hours. Includes the capacity of idle plants until the plant is reported to be destroyed, dismantled, or abandoned.

**Consumption.** Materials used in producing or processing a product or otherwise removing the product from the inventory.

**Exports.** Includes all types of products shipped to foreign countries, or to agents or exporters for reshipment to foreign countries.

**Gross shipments.** The quantity or value of physical shipments from domestic establishments of all products sold, transferred to other establishments of the same company, or shipped on consignment, whether for domestic or export sale or use. Shipments of products purchased for resale are omitted. Shipments of products made under toll arrangements are included.

**Interplant transfers.** Shipments to other domestic plants within a company for further assembly, fabrication, or manufacture.

**Inventories.** The quantity or value of finished goods, work in progress, and materials on hand.

**Machinery in place.** The number of machines of a particular type in place as of a particular date whether the machinery was used for production, prototype, or sampling, or was idle. Machinery in place includes all machinery set up in operating positions.

**Net receipts.** Derived by subtracting the materials held at the end of the previous month from the sum of materials used during the current month.

**Production.** The total volume of products produced, including: products sold; products transferred or added to inventory after adjustments for breakage, shrinkage, and obsolescence, plus any other inventory adjustment; and products that undergo further manufacture at the same establishment.

**Quantities produced and consumed.** Quantities of each type of product produced by a company for internal consumption within that same company.

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**Quantity and value of new orders.** The sales value of orders received during the current reporting period for products and services to be delivered immediately or at some future date. Also represents the net sales value of contract change documents that increase or decrease the sales value of the orders to which they are related, when the parties concerned are in substantial agreement as to the amount involved. Included as orders are only those that are supported by binding legal documents such as signed contracts or letter contracts.

**Quantity and value of shipments.** The figures on quantity and value of shipments represent physical shipments of all products sold, transferred to other establishments of the same company, or shipped on consignment, whether for domestic or export sale. The value represents the net sales price, f.o.b. plant, to the customer or branch to which the products are shipped, net of discounts, allowances, freight charges, and returns. Shipments to a company's own branches are assigned the same value as comparable appropriate allocation of company overhead and profit. Products bought and resold without further manufacture are excluded.

**Stocks.** Total quantity of ending finished inventory.

**Unfilled orders (backlog).** Calculated by adding net new orders and subtracting net sales from the backlog at the end of the preceding year.

#### **HISTORICAL NOTE**

Data on paint, varnish, and lacquer have been collected by the Census Bureau since 1928. Prior to 1981, a monthly sample survey, benchmarked to the census of manufactures, was used to collect these data. Beginning with data year 1981, an annual survey on paint and related products was added. The monthly survey was still conducted through 1990. Beginning in 1991, due to budget reductions, the monthly series was canceled and replaced with a similar quarterly series.

Historical data may be obtained from Current Industrial Reports (called Facts for Industry before 1959) available at your local Federal Depository Library.

# Paint and Allied Products: 2003

Issued November 2004

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## Current Industrial Reports

Current data are released electronically on Internet for all individual surveys as they become available. Use: <http://www.census.gov/mcd/>. Individual reports can be accessed by choosing "Current Industrial Reports (CIR)," clicking on "CIRs by Subsector;" then choose the survey of interest. Follow the menu to view the PDF file or to download the worksheet file (WK format) to your personal computer.

These data are also available on Internet through the U.S. Department of Commerce and STAT-USA by subscription. The Internet address is: [www.stat-usa.gov/](http://www.stat-usa.gov/). Follow the prompts to register. Also, you may call 202-482-1986 or 1-800-STAT-USA, for further information.

**SUMMARY OF FINDINGS.** In 2003, total manufacturers' estimated shipments of paint and

allied products amounted to \$18,080.7 million, an increase of 3.5 percent from the 2002 shipments of \$17,465.8 million. Shipments of architectural coatings increased 6.5 percent to \$8,104.5 million in 2003, from \$7,610.1 million in 2002. Shipments of OEM coatings amounted to \$5,561.5 million in 2003, virtually unchanged from the 2002 shipments' total of \$5,556.2 million. Shipments of special-purpose coatings increased 3.6 percent to \$3,267.9 million in 2003, from \$3,153.9 million in 2002. Shipments of miscellaneous allied paint products amounted to \$1,146.8 million in 2003, virtually unchanged from \$1,145.6 million in 2002.

For general CIR information, explanation of general terms and historical note, see the appendix.

Address inquiries concerning these data to Primary Goods Industries Branch, Manufacturing and Construction Division (MCD), Washington, DC 20233-6900, or call Betty Sutter, 301-763-5164.

For mail or fax copies of this publication, please contact the Information Services Center, MCD, Washington, DC 20233-6900, or call 301-763-4673.

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Table 1. Summary of Estimated United States Total Quantity and Value of Shipments of Paint and Allied Products: 1998 to 2003  
[Quantity in millions of gallons. Value in millions of dollars]

| Year      | Total    |          | Architectural coatings |         | Product coatings OEM |            | Special-purpose coatings |         | Miscellaneous allied paint products |         |
|-----------|----------|----------|------------------------|---------|----------------------|------------|--------------------------|---------|-------------------------------------|---------|
|           | Quantity | Value    | Quantity               | Value   | Quantity             | Value      | Quantity                 | Value   | Quantity                            | Value   |
| 2003..... | 1,461.4  | 18,080.7 | 772.8                  | 8,104.5 | 400.3                | 5,561.5    | 143.4                    | 3,267.9 | 144.8                               | 1,146.8 |
| 2002..... | 1,434.0  | 17,465.8 | 709.8 r/               | 7,610.1 | 408.7                | 5,556.2 r/ | 172.2 r/                 | 3,153.9 | 143.2                               | 1,145.6 |
| 2001..... | 1,392.9  | 17,274.7 | 667.0                  | 7,038.3 | 406.5                | 5,566.6    | 161.2                    | 3,408.1 | 158.2                               | 1,261.7 |
| 2000..... | 1,467.2  | 17,724.7 | 650.6                  | 6,461.4 | 453.4                | 6,149.2    | 182.4                    | 3,607.0 | 180.8                               | 1,507.1 |
| 1999..... | 1,466.2  | 17,813.4 | 660.2                  | 6,617.9 | 439.7                | 6,146.3    | 174.4                    | 3,532.3 | 191.9                               | 1,516.9 |
| 1998..... | 1,443.7  | 17,298.2 | 631.6                  | 6,115.2 | 428.3                | 6,098.2    | 173.3                    | 3,472.0 | 210.5                               | 1,612.8 |

r/Revised by 5 percent or more from previously published data.

Note: Data for 1998 through 2003 are estimates of the total U.S. value of shipments of paint, varnish, and lacquer. These estimates were developed by increasing the product class totals shown in Table 2 by adjustment factors. For 2003 and 2002, these factors are: 0.984 for "Architectural coatings," 1.007 for "Product coatings OEM," 1.001 for "Special-purpose coatings," and 1.024 for "Miscellaneous paint products." For example, the quantity and value of OEM coatings for 2002 shown in Table 2 amounted to 405,858 and \$5,517,601, respectively. Adjusting these data by the factor of 1.007 (multiplying 405,858 and 5,517,601 by 1.007) equals the adjusted and rounded quantity and value of 408.7 and \$5,556.2 shown in Table 1. For 1998 to 2001, the adjustment factors are: 1.002 for "Architectural coatings," 0.993 for "Product coatings OEM," 1.051 for "Special-purpose coatings," and 1.048 for "Miscellaneous paint products." These factors are used because the annual survey panel was selected to measure approximately 95 percent of the total shipments in the paint industry (NAICS 325510 formerly SIC 2851). The adjustment factors (based on the 2002 Economic Census, Manufactures Sector's relationships) bring each product class value up to 100 percent. Quarterly data for 2003 and 2002 reflect the adjusted totals in Table 1 and are shown in Table 3 along with the quarterly data originally published in the Current Industrial Reports quarterly series MQ325F, "Paint, Varnish, and Lacquer."

Table 2. Quantity and Value of Shipments of Paint and Allied Products: 2003 and 2002  
[Quantity in thousand of gallons. Value in thousand of dollars]

| Product code | Product description  | 2003      |            | 2002      |              |
|--------------|--|-----------|------------|-----------|--------------|
|              |  | Quantity  | Value      | Quantity  | Value        |
| 325510       | Paint and allied products 1/.....  | 1,467,471 | 18,142,579 | 1,438,999 | 17,519,838   |
| 3255101      | Architectural coatings.....  | 785,371   | 8,236,276  | 721,341   | r/ 7,733,817 |
| 3255101111   | Exterior solvent-type.....   | 75,090    | 894,842    | 69,989    | 823,812      |
| 3255101115   | Solvent thinned paints and tinting bases, including barn and roof paints.....                | 19,851    | 215,327    | 19,598    | 224,521      |
| 3255101115   | Solvent thinned enamels and tinting bases, including exterior-interior floor enamels.....    | 16,168    | 242,058    | 11,039    | 151,149      |
| 3255101111'  | Solvent thinned undercoaters and primers.....  | 8,605     | 101,438    | 9,153     | 110,887      |
| 3255101121   | Solvent thinned clear finishes and sealers.....  | 5,605     | 71,301     | 5,688     | r/ 73,546    |
| 3255101125   | Solvent thinned stains, including shingle and shake.....                                     | 15,209    | 187,238    | 14,670    | 185,069      |
| 3255101129   | Other exterior solvent thinned coatings, including bituminous paints.....                    | 9,652     | 77,480     | 9,841     | 78,640       |
| 3255101131   | Exterior water-type.....   | 191,283   | 2,090,506  | 182,043   | r/ 2,030,879 |
| 3255101135   | Water thinned paints and tinting bases, including barn and roof paints.....                  | 112,021   | 1,295,764  | 118,379   | r/ 1,386,192 |
| 3255101139   | Water thinned exterior-interior deck and floor enamels.....                                  | 3,709     | 37,968     | 4,152     | 38,227       |
| 3255101141   | Water thinned undercoaters and primers.....  | 24,881    | 266,758    | 13,747    | r/ 158,942   |
| 3255101145   | Water thinned stains and sealers.....  | 21,923    | 255,148    | 16,877    | r/ 209,683   |
| 3255101211   | Other exterior water thinned coatings.....   | 28,749    | 234,868    | 28,888    | r/ 237,835   |
| 3255101215   | Interior solvent-type.....   | 58,944    | 649,369    | 48,987    | 579,272      |
| 3255101219   | Flat solvent thinned wall paint and tinting bases, including mill white paints.....          | 2,617     | 63,703     | 6,287     | 98,103       |
| 3255101221   | Gloss and quick drying enamels and other gloss solvent thinned paints and enamels.....       | 3,340     | 46,077     | r/ 3,933  | r/ 61,018    |
| 3255101225   | Semigloss, eggshell, satin solvent thinned paints, and tinting bases.....                    | 11,367    | 152,168    | 9,646     | 124,793      |
| 3255101229   | Solvent thinned undercoaters and primers.....  | 24,866    | 218,575    | 11,589    | 119,259      |
| 3255101235   | Solvent thinned clear finishes and sealers.....  | (D)       | (D)        | (D)       | r/ 97,342    |
| 3255101239   | Solvent thinned stains.....  | 1,827     | 19,017     | 1,915     | 18,836       |
| 3255101241   | Other interior solvent thinned coatings.....   | (D)       | (D)        | (D)       | r/ 59,921    |
| 3255101245   | Interior water-type.....   | 451,325   | 4,511,511  | 412,530   | r/ 4,220,842 |
| 3255101249   | Flat water thinned paints and tinting bases.....   | 181,385   | 1,498,850  | 162,287   | r/ 1,386,179 |
| 3255101299   | Semigloss, eggshell, satin, and other water thinned paints and tinting bases.....            | 190,534   | 2,201,629  | 168,600   | r/ 1,998,600 |
| 3255101341   | Water thinned undercoaters and primers.....  | 42,174    | 344,888    | 44,697    | r/ 383,472   |
| 3255101345   | Other interior water thinned coatings, stains, and sealers.....                              | 37,232    | 466,144    | 36,946    | 452,591      |
| 3255101349   | Architectural lacquers.....  | 6,360     | 62,491     | 5,802     | 55,606       |
| 3255101YVW   | Architectural coatings, n.s.k. ....  | 2,369     | 27,557     | 1,990     | 23,406       |
| 3255104      | Product finishes for original equipment manufacturers (OEM), excluding marine coatings.....  | 397,537   | 5,522,821  | 405,858   | 5,517,601    |
| 3255104111   | Automobile, light truck, van, and sport utility vehicle finishes.....                        | 45,584    | 978,019    | 47,899    | 1,068,361    |
| 3255104121   | Automobile parts finishes.....   | 4,912     | 149,202    | 5,568     | 156,014      |
| 3255104131   | Heavy duty truck, bus, and recreational vehicle finishes.....                                | 12,055    | 290,228    | 12,155    | 295,420      |
| 3255104141   | Other transportation equipment finishes, including aircraft and railroad.....                | 8,962     | 126,443    | r/ 7,807  | r/ 112,773   |
| 3255104211   | Appliance, heating equipment, and air-conditioner finishes.....                              | 7,979     | 87,167     | 7,333     | 86,397       |
| 3255104215   | Wood furniture, cabinet, and fixture finishes.....   | 43,551    | 467,673    | 43,155    | 460,325      |
| 3255104219   | Wood and composition board flat stock finishes.....  | 9,931     | 116,123    | 10,025    | 103,713      |
| 3255104221   | Metal building product finishes, including coatings for aluminum extrusions and siding.....  | 35,968    | 548,307    | 35,720    | 541,547      |
| 3255104225   | Container and closure finishes.....  | 35,332    | 442,459    | 43,335    | 452,817      |
| 3255104229   | Machinery and equipment finishes, including road building equipment and farm implements..... | 18,554    | 507,531    | 18,720    | 458,432      |
| 3255104231   | Nonwood furniture and fixture finishes, including business equipment finishes.....           | 43,046    | 413,204    | 38,576    | 410,588      |
| 3255104235   | Paper, paper board, film, and foil finishes, excluding pigment binders.....                  | 14,570    | 126,555    | 14,237    | 119,883      |
| 3255104239   | Electrical insulating coatings.....  | 4,007     | 25,689     | 4,422     | 31,905       |
| 3255104241   | Powder coatings.....   | 72,110    | 799,572    | 74,076    | 764,618      |
| 3255104245   | Appliance powder coatings 2/.....  | 10,837    | 182,976    | 11,889    | 165,869      |
| 3255104249   | Automotive powder coatings 2/.....   | 9,128     | 108,519    | 8,545     | 103,690      |
| 3255104251   | Architectural powder coatings (such as aluminum extrusions) 2/.....                          | 1,428     | 20,179     | 2,060     | 19,403       |
| 3255104255   | Lawn and garden powder coatings 2/.....  | 1,544     | 28,623     | r/ 1,944  | 23,194       |
| 3255104259   | General metal finishing powder coatings 2/.....  | 19,418    | 307,534    | r/ 19,562 | 283,352      |

Continued

Table 2. Quantity and Value of Shipments of Paint and Allied Products: 2003 and 2002  
[Quantity in thousand of gallons. Value in thousand of dollars]

| Product code | Product description   | 2003     |           | 2002     |           |
|--------------|---|----------|-----------|----------|-----------|
|              |   | Quantity | Value     | Quantity | Value     |
| 3255104259   | Thermoset functional powder coatings (for pipe, rebar, electrical insulation, etc.) 2/.....   | (D)      | (D)       | (D)      | (D)       |
| 3255104261   | Thermoplastic powder coatings (all) 2/.....   | (D)      | (D)       | (D)      | (D)       |
| 3255104265   | Other industrial product finishes.....  | 37,939   | 410,816   | 38,366   | 399,066   |
| 3255104YWV   | Product finishes for original equipment manufacturers (OEM), excluding marine coatings, n.s.k. ....   | 3,037    | 33,833    | 4,464    | 55,742    |
| 3255107      | Special-purpose coatings, including all marine coatings.....  | 143,278  | 3,264,671 | 172,046  | 3,150,757 |
|              | Industrial new construction and maintenance paints (especially formulated coatings for special conditions of industrial plants and/or facilities requiring protection against extreme temperatures, fungi, chemicals, fumes, etc.): |          |           |          |           |
| 3255107111   | Interior.....   | 14,103   | 212,479   | 23,963   | 235,407   |
| 3255107115   | Exterior.....   | 28,092   | 574,359   | 33,758   | 554,695   |
| 3255107121   | Traffic marking paints (all types; shelf goods and highway department).....   | 29,364   | 218,619   | 40,003   | 242,950   |
| 3255107131   | Automotive, other transportation and machinery refinish paints and enamels, including primers.....  | 49,525   | 1,867,618 | 45,838   | 1,631,523 |
| 3255107141   | Marine paints, ship and off-shore facilities and shelf goods for both new construction and marine refinish and maintenance, excludes spar varnish.....  | 11,541   | 242,232   | 13,470   | 251,267   |
| 3255107151   | Marine paints for yacht and pleasure craft, new construction, refinish, and maintenance.....  | 91       | 2,213     | (D)      | (D)       |
| 3255107161   | Aerosol-paint concentrates produced for packaging in aerosol containers.....  | 9,742    | 134,367   | (D)      | (D)       |
| 3255107YWV   | Special-purpose coatings, n.s.k. ....   | 820      | 12,784 r/ | 3,601 r/ | 52,494    |
| 3255108      | Miscellaneous allied paint products.....  | 141,285  | 1,118,811 | 139,754  | 1,117,663 |
| 3255108111   | Paint and varnish removers.....   | 5,075    | 53,956    | 6,138    | 59,508    |
| 3255108121   | Thinners for lacquers and other solvent based paint products.....   | 27,112   | 145,927   | 30,911   | 152,180   |
| 3255108131   | Pigment dispersions.....  | 28,569   | 392,679   | 25,211   | 386,519   |
| 3255108141   | Other miscellaneous allied paint products, including brush cleaners, ink vehicles, putty and glazing compounds, etc. ....   | 78,508   | 474,064   | 76,806   | 487,597   |
| 3255108YWV   | Miscellaneous allied paint products, n.s.k. ....  | 2,021    | 52,185 r/ | 688 r/   | 31,859    |

D Withheld to avoid disclosing data for individual companies; data are included in higher level totals. n.s.k. Not specified by kind.  
r/Revised by 5 percent or more from previously published data.

1/Represents total shipments for those establishments producing paint and allied products that have 20 or more employees. These establishments represent approximately 95 percent of the total value of shipments for NAICS industry 325510, Paint, varnishes, lacquers, enamels, and allied products, based on relationships observed in the 1997 Economic Census, Manufacturing sector's final report.

2/Data for powder coatings are collected in pounds and converted to gallons by using a conversion factor of 5 (5 lbs. = 1 gallon). Data collected in pounds amounted to 360,550 thousand pounds in 2003 and 370,380 thousand pounds in 2002.

Table 3. Quantity and Value of Shipments of Paint, Varnish, and Lacquer by Quarter: 2003 and 2002  
[Quantity in thousands of gallons. Value in thousands of dollars]

As revised

| Quarter and year    | Total     |            | Architectural coatings |           | Product coatings OEM |           | Special-purpose coatings |           |
|---------------------|-----------|------------|------------------------|-----------|----------------------|-----------|--------------------------|-----------|
|                     | Quantity  | Value      | Quantity               | Value     | Quantity             | Value     | Quantity                 | Value     |
| <b>2003</b>         |           |            |                        |           |                      |           |                          |           |
| Total.....          | 1,316,546 | 16,933,912 | 772,805                | 8,104,495 | 400,319              | 5,561,481 | 143,422                  | 3,267,936 |
| Fourth quarter..... | 289,055   | 3,905,827  | 171,368                | 1,998,017 | 88,859               | 1,219,657 | 28,828                   | 688,153   |
| Third quarter.....  | 343,702   | 4,374,730  | 208,985                | 2,171,757 | 93,535               | 1,297,508 | 41,182                   | 905,465   |
| Second quarter..... | 367,101   | 4,671,816  | 213,250                | 2,193,694 | 110,041              | 1,544,653 | 43,810                   | 933,469   |
| First quarter.....  | 316,688   | 3,981,539  | 179,202                | 1,741,027 | 107,884              | 1,499,663 | 29,602                   | 740,849   |
| <b>2002</b>         |           |            |                        |           |                      |           |                          |           |
| Total.....          | 1,290,719 | 16,320,206 | 709,800                | 7,610,075 | 408,700              | 5,556,223 | 172,219                  | 3,153,908 |
| Fourth quarter..... | 292,578   | 3,665,702  | 155,582                | 1,635,803 | 102,628              | 1,364,868 | 34,368                   | 665,031   |
| Third quarter.....  | 342,348   | 4,330,168  | 187,449                | 2,044,754 | 105,803              | 1,421,737 | 49,096                   | 863,677   |
| Second quarter..... | 359,591   | 4,525,685  | 201,558                | 2,175,269 | 105,803              | 1,450,752 | 52,230                   | 899,664   |
| First quarter.....  | 296,202   | 3,798,651  | 165,211                | 1,754,249 | 94,466               | 1,318,866 | 36,525                   | 725,536   |

As published

| Quarter and year    | Total     |            | Architectural coatings |           | Product coatings OEM |           | Special-purpose coatings |           |
|---------------------|-----------|------------|------------------------|-----------|----------------------|-----------|--------------------------|-----------|
|                     | Quantity  | Value      | Quantity               | Value     | Quantity             | Value     | Quantity                 | Value     |
| <b>2003</b>         |           |            |                        |           |                      |           |                          |           |
| Total.....          | 1,338,544 | 16,124,718 | 781,224                | 7,626,310 | 383,926              | 5,256,443 | 173,394                  | 3,241,965 |
| Fourth quarter..... | 293,307   | 3,715,574  | 173,235                | 1,880,129 | 85,220               | 1,152,761 | 34,852                   | 682,684   |
| Third quarter.....  | 350,755   | 4,168,229  | 211,262                | 2,043,618 | 89,705               | 1,226,342 | 49,788                   | 898,269   |
| Second quarter..... | 374,074   | 4,450,243  | 215,573                | 2,064,261 | 105,535              | 1,459,931 | 52,966                   | 926,051   |
| First quarter.....  | 320,408   | 3,790,672  | 181,154                | 1,638,302 | 103,466              | 1,417,409 | 35,788                   | 734,961   |
| <b>2002</b>         |           |            |                        |           |                      |           |                          |           |
| Total.....          | 1,313,696 | 16,022,757 | 718,664                | 7,123,083 | 412,038              | 5,548,184 | 182,994                  | 3,351,490 |
| Fourth quarter..... | 297,509   | 3,600,709  | 157,525                | 1,531,123 | 103,466              | 1,362,893 | 36,518                   | 706,693   |
| Third quarter.....  | 348,625   | 4,251,368  | 189,790                | 1,913,904 | 106,667              | 1,419,680 | 52,168                   | 917,784   |
| Second quarter..... | 366,240   | 4,440,745  | 204,075                | 2,036,067 | 106,667              | 1,448,653 | 55,498                   | 956,025   |
| First quarter.....  | 301,322   | 3,729,935  | 167,274                | 1,641,989 | 95,238               | 1,316,958 | 38,810                   | 770,988   |

See note at end of Table 1.



Table 4. Shipments, Exports, Imports, and Apparent Consumption of Selected Paints: 2003 and 2002  
[Quantity in millions of gallons. Value in millions of dollars]

| Product code           | Product description                                |           | Manufacturers' shipments |          | Exports of domestic merchandise 1/ |         | Percent exports to manufacturers' shipments |       | Imports for consumption 2/ |          | Apparent consumption 4/ |          |
|------------------------|--|-----------|--------------------------|----------|------------------------------------|---------|---|-------|----------------------------|----------|-------------------------|----------|
|                        |  |           | Quantity                 | Value    | Quantity                           | Value   | Quantity                                    | Value | Quantity                   | Value 3/ | Quantity                | Value    |
| 3255101100, 4100, 7100 | Paint, varnish, and lacquer.....                   | 2003..... | 1,316.5                  | 16,933.9 | (NA)                               | 1,165.6 | (NA)  | 6.9   | (NA)                       | 466.4    | (NA)                    | 16,234.7 |
|                        |  | 2002..... | 1,290.7                  | 16,320.2 | (NA)                               | 1,082.3 | (NA)  | 6.6   | (NA)                       | 416.2    | (NA)                    | 15,654.1 |
| 325510B111, B121       | Paint and varnish removers including thinners..... | 2003..... | 32.2                     | 199.9    | (NA)                               | 70.6    | (NA)  | 35.3  | (NA)                       | 19.0     | (NA)                    | 148.3    |
|                        |  | 2002..... | 37.0                     | 211.7    | (NA)                               | 70.0    | (NA)  | 33.1  | (NA)                       | 19.4     | (NA)                    | 161.1    |
| 325510B141             | Other miscellaneous allied paint products.....     | 2003..... | 78.5                     | 474.1    | (NA)                               | 131.8   | (NA)  | 27.8  | (NA)                       | 65.3     | (NA)                    | 407.6    |
|                        |  | 2002..... | 76.8                     | 487.6    | (NA)                               | 134.6   | (NA)  | 27.6  | (NA)                       | 67.7     | (NA)                    | 420.7    |

NA Not available.

1/Source: Census Bureau report EM 545, U. S. Exports.

2/Source: Census Bureau report IM 145, U. S. Imports for Consumption.

3/Dollar value represents the c.i.f. (cost, insurance, and freight) value at first port of entry in the United States plus U.S. import duties.

4/Apparent consumption is equal to domestic shipments, plus imports, minus exports.

**Table 5. Comparison of North American Industry Classification System (NAICS)-Based Product Codes with Schedule B Export Codes, and HTSUSA Import Codes: 2003**

| <b>Product<br/>code</b>   | <b>Product description</b>                          | <b>Export<br/>code 1/</b> | <b>Import<br/>code 2/</b> |
|---------------------------|---|---------------------------|---------------------------|
| 3255101100,<br>4100, 7100 | Paint, varnish, and lacquers.....                   | 3208.10.0000              | 3208.10.0000              |
|                           |   | 3208.20.0000              | 3208.20.0000              |
|                           |   | 3208.90.0000              | 3208.90.0000              |
|                           |   | 3209.10.0000              | 3209.10.0000              |
|                           |   | 3209.90.0000              | 3209.90.0000              |
| 325510B111.<br>B121       | Paint and varnish removers, including thinners..... | 3814.00.0000              | 3814.00.1000              |
|                           |   |                           | 3814.00.2000              |
|                           |   |                           | 3814.00.5010              |
|                           |   |                           | 3814.00.5090              |
| 325510B141                | Other miscellaneous allied paint products.....      | 3210.00.0000              | 3210.00.0000              |
|                           |   | 3211.00.0000              | 3211.00.0000              |
|                           |   | 3214.10.0020              | 3214.10.0020              |
|                           |   | 3214.10.0090              | 3214.10.0090              |

1/Source: 2003 edition, Harmonized System-based Schedule B, Statistical Classification of Domestic and Foreign Commodities Exported from the United States.

2/Source: Harmonized Tariff Schedule of the United States, Annotated (2003).

## Appendix.

# General CIR Survey Information, Explanation of General Terms and Historical Note

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### GENERAL

The CIR program has been providing monthly, quarterly, and annual measures of industrial activity for many years. Since 1904, with its cotton and fats and oils surveys, the CIR program has formed an essential part of an integrated statistical system involving the quinquennial economic census, manufacturing sector, and the annual survey of manufactures. The CIR surveys, however, provide current statistics at a more detailed product level than either of the other two statistical programs.

The primary objective of the CIR program is to produce timely, accurate data on production and shipments of selected products. The data are used to satisfy economic policy needs and for market analysis, forecasting, and decision making in the private sector. The product-level data generated by these surveys are used extensively by individual firms, trade associations, and market analysts in planning or recommending marketing and legislative strategies, particularly if their industry is significantly affected by foreign trade. Although production and shipments information are the two most common data items collected, the CIR program collects other measures also such as inventories, orders, and consumption. These surveys measure manufacturing activity in important commodity areas such as textiles and apparel, chemicals, primary metals, computer and electronic components, industrial equipment, aerospace equipment, and consumer goods.

The CIR program uses a unified data collection, processing, and publication system. The U.S. Census Bureau updates the survey panels for most reports annually and reconciles the estimates to the results of the broader-based annual survey of manufactures and the economic census, manufacturing sector. The manufacturing sector provides a complete list of all producers of the products covered by the CIR program and serves as the primary source for CIR sampling. Where a small number of producers exist, CIR surveys cover all known producers of a product. However, when the number of producers is too large, cutoff and random sampling techniques are used. Surveys are continually reviewed and modified to provide the most up-to-date information on products produced. The CIR program includes a group of mandatory and voluntary surveys. Typically the monthly and quarterly surveys are conducted on a voluntary basis. Those companies that choose not to respond to the voluntary surveys are required to submit a mandatory annual counterpart corresponding to the more frequent survey.

### NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS), 1997

The adoption of the North American Industry Classification System (NAICS) in the 1997 Economic Census has had a major impact on the comparability of current and historic data. Approximately half of the industries in the manufacturing sector of NAICS do not have comparable industries in the Standard Industrial Classification (SIC) system that was used in the past.

While most of the change affecting the manufacturing sector was change within the sector, some industries left manufacturing and others came into manufacturing. Prominent among those that left manufacturing are logging and portions of publishing. Prominent among the industries that came into the manufacturing sector are bakeries, candy stores where candy is made on the premises, custom tailors, makers of custom draperies, and tire retreading. The net effect of the classification changes are such that if the 1997 value of shipments data for all manufacturers were tabulated on an SIC basis, it would be approximately 3 percent higher.

Listed below are the NAICS sectors:

- 21 Mining
- 22 Utilities
- 23 Construction
- 31-33 Manufacturing
- 42 Wholesale Trade
- 44-45 Retail Trade
- 48-49 Transportation and Warehousing
- 51 Information
- 52 Finance and Insurance
- 53 Real Estate and Rental and Leasing
- 54 Professional, Scientific, and Technical Services
- 55 Management of Companies and Enterprises
- 56 Administrative and Support and Waste Management and Remediation Services
- 61 Educational Services
- 62 Health Care and Social Assistance
- 71 Arts, Entertainment, and Recreation
- 72 Accommodation and Foodservices
- 81 Other Services (except Public Administration)

(Not listed above are the Agriculture, Forestry, Fishing, and Hunting sector (NAICS 11), partially covered by the census of agriculture conducted by the U.S. Department of Agriculture, and the Public Administration sector (NAICS 92), covered by the census of governments conducted by the Census Bureau.)

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The 20 NAICS sectors are subdivided into 96 subsectors (three-digit codes), 313 industry groups (four-digit codes), and, as implemented in the United States, 1170 industries (five- and six-digit codes).

## FUNDING

The Census Bureau funds most of the surveys. However, a number of surveys are paid for either fully or partially by other Federal Government agencies or private trade associations. A few surveys are mandated, but all are authorized by Title 13 of the United States Code.

## RELIABILITY OF DATA

Survey error may result from several sources including the inability to obtain information about all cases in the survey, response errors, definitional difficulties, differences in the interpretation of questions, mistakes in recording or coding the reported data, and other errors of collection, response, coverage, and estimation. These nonsampling errors also occur in complete censuses. Although no direct measurement of the biases due to these nonsampling errors has been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is the imputing of data for nonrespondents, for late reporters, and for data that fail logic edits. Missing figures are imputed based on period-to-period movements shown by reporting firms. A figure is considered to be an impute if the value was not directly reported on the questionnaire, directly derived from other reported items, directly available from supplemental sources, or obtained from the respondent during the analytical review phase. Imputation generally is limited to a maximum of 10 percent for any one data cell. Figures with imputation rates greater than 10 percent are suppressed or footnoted. The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, because the actual yearly movements for nonrespondents may or may not closely agree with the imputed movements. The range of difference between the actual and imputed figures is assumed to be small. The degree of uncertainty regarding the accuracy of the published data increases as the percentage of imputation increases. Figures with imputation rates above 10 percent should be used with caution.

## DATA REVISIONS

Statistics for previous years may be revised as the result of corrected figures from respondents, late reports for which imputations were originally made, or other corrections. Data that have been revised by more than 5 percent from previously published data are indicated by footnotes.

## DISCLOSURE

The Census Bureau collects the CIR data under the authority of Title 13, United States Code, which specifies that the information can only be used for statistical purposes and cannot be published or released in any manner that would identify a person, household, or establishment. "D" indicates that data in the cell have been suppressed to avoid disclosure of information pertaining to individual companies.

## EXPLANATION OF GENERAL TERMS

**Capacity.** The maximum quantity of a product that can be produced in a plant in 1 day if operating for 24 hours. Includes the capacity of idle plants until the plant is reported to be destroyed, dismantled, or abandoned.

**Consumption.** Materials used in producing or processing a product or otherwise removing the product from the inventory.

**Exports.** Includes all types of products shipped to foreign countries, or to agents or exporters for reshipment to foreign countries.

**Gross shipments.** The quantity or value of physical shipments from domestic establishments of all products sold, transferred to other establishments of the same company, or shipped on consignment, whether for domestic or export sale or use. Shipments of products purchased for resale are omitted. Shipments of products made under toll arrangements are included.

**Interplant transfers.** Shipments to other domestic plants within a company for further assembly, fabrication, or manufacture.

**Inventories.** The quantity or value of finished goods, work in progress, and materials on hand.

**Machinery in place.** The number of machines of a particular type in place as of a particular date whether the machinery was used for production, prototype, or sampling, or was idle. Machinery in place includes all machinery set up in operating positions.

**Net receipts.** Derived by subtracting the materials held at the end of the previous month from the sum of materials used during the current month.

**Production.** The total volume of products produced, including: products sold; products transferred or added to inventory after adjustments for breakage, shrinkage, and obsolescence, plus any other inventory adjustment; and products that undergo further manufacture at the same establishment.

**Quantities produced and consumed.** Quantities of each type of product produced by a company for internal consumption within that same company.

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**Quantity and value of new orders.** The sales value of orders received during the current reporting period for products and services to be delivered immediately or at some future date. Also represents the net sales value of contract change documents that increase or decrease the sales value of the orders to which they are related, when the parties concerned are in substantial agreement as to the amount involved. Included as orders are only those that are supported by binding legal documents such as signed contracts or letter contracts.

**Quantity and value of shipments.** The figures on quantity and value of shipments represent physical shipments of all products sold, transferred to other establishments of the same company, or shipped on consignment, whether for domestic or export sale. The value represents the net sales price, f.o.b. plant, to the customer or branch to which the products are shipped, net of discounts, allowances, freight charges, and returns. Shipments to a company's own branches are assigned the same value as comparable appropriate allocation of company overhead and profit. Products bought and resold without further manufacture are excluded.

**Stocks.** Total quantity of ending finished inventory.

**Unfilled orders (backlog).** Calculated by adding net new orders and subtracting net sales from the backlog at the end of the preceding year.

#### **HISTORICAL NOTE**

Data on paint, varnish, and lacquer have been collected by the Census Bureau since 1928. Prior to 1981, a monthly sample survey, benchmarked to the census of manufactures, was used to collect these data. Beginning with data year 1981, an annual survey on paint and related products was added. The monthly survey was still conducted through 1990. Beginning in 1991, due to budget reductions, the monthly series was canceled and replaced with a similar quarterly series.

Historical data may be obtained from Current Industrial Reports (called Facts for Industry before 1959) available at your local Federal Depository Library.

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## Current Industrial Reports

Current data are released electronically on Internet for all individual surveys as they become available. Use: <http://www.census.gov/mcd/>. Individual reports can be accessed by choosing "Current Industrial Reports (CIR)," clicking on "CIRs by Subsector;" then choose the survey of interest. Follow the menu to view the PDF file or to download the worksheet file (XLS format) to your personal computer.

These data are also available on Internet through the U.S. Department of Commerce and STAT-USA by subscription. The Internet address is: [www.stat-usa.gov/](http://www.stat-usa.gov/). Follow the prompts to register. Also, you may call 202-482-1986 or 1-800-STAT-USA, for further information.

**SUMMARY OF FINDINGS.** In 2004, total manufacturers' estimated shipments of paint and

allied products amounted to \$19,456.9 million, an increase of 7.5 percent from the 2003 shipments of \$18,092.0 million. Shipments of architectural coatings increased 7.8 percent to \$3,627.8 million in 2004, from \$3,006.2 million in 2003. Shipments of OEM coatings amounted to \$5,937.2 million in 2004, an increase of 7.1 percent, from the 2003 shipments' total of \$5,541.4 million. Shipments of special-purpose coatings increased 9.5 percent to \$3,688.9 million in 2004, from \$3,369.0 million in 2003. Shipments of miscellaneous allied paint products amounted to \$1,202.9 million in 2004, an increase of 2.3 percent, from \$1,175.3 million in 2003.

For general CIR information, explanation of general terms and historical note, see the appendix.

Address inquiries concerning these data to Primary Goods Industries Branch, Manufacturing and Construction Division, (MCD), Washington, DC 20233-6900 or call Betty Sutter, 301-763-5164.  
For mail or fax copies of this publication, please contact the Information Services Center, MCD, Washington, DC 20233-6900, or call 301-763-4673.

# U S C E N S U S B U R E A U

*Helping You Make Informed Decisions*

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

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Table 1. Summary of Estimated United States Total Quantity and Value of Shipments of Paint and Allied Products: 1999 to 2004  
[Quantity in millions of gallons. Value in millions of dollars]

| Year      | Total    |          | Architectural coatings |         | Product coatings OEM |         | Special-purpose coatings |         | Miscellaneous allied paint products |         |
|-----------|----------|----------|------------------------|---------|----------------------|---------|--------------------------|---------|-------------------------------------|---------|
|           | Quantity | Value    | Quantity               | Value   | Quantity             | Value   | Quantity                 | Value   | Quantity                            | Value   |
| 2004..... | 1,564.3  | 19,456.9 | 809.0                  | 8,627.8 | 427.8                | 5,937.2 | r/ 173.3                 | 3,688.9 | 154.2                               | 1,202.9 |
| 2003..... | 1,473.5  | 18,092.0 | 762.0                  | 8,006.2 | 398.5                | 5,541.4 | r/ 165.1                 | 3,369.0 | 148.0                               | 1,175.3 |
| 2002..... | 1,433.9  | 17,465.8 | 709.8                  | 7,610.1 | 408.7                | 5,556.2 | 172.2                    | 3,153.9 | 143.2                               | 1,145.6 |
| 2001..... | 1,392.9  | 17,274.7 | 667.0                  | 7,038.3 | 406.5                | 5,566.6 | 161.2                    | 3,408.1 | 158.2                               | 1,261.7 |
| 2000..... | 1,467.2  | 17,724.7 | 650.6                  | 6,461.4 | 453.4                | 6,149.2 | 182.4                    | 3,607.0 | 180.8                               | 1,507.1 |
| 1999..... | 1,466.2  | 17,813.4 | 660.2                  | 6,617.9 | 439.7                | 6,146.3 | 174.4                    | 3,532.3 | 191.9                               | 1,516.9 |

r/Revised by 5 percent or more from previously published data.

Note: Data for 1999 through 2004 are estimates of the total U.S. value of shipments of paint, varnish, and lacquer. These estimates were developed by increasing the product class totals shown in Table 2 by adjustment factors. For 2002 through 2004 these factors are: 0.984 for "Architectural coatings," 1.007 for "Product coatings OEM," 1.001 for "Special-purpose coatings," and 1.024 for "Miscellaneous allied paint products." For example, the quantity and value of OEM coatings for 2003 shown in Table 2 amounted to 395,688 and \$5,502,922 respectively. Adjusting these data by the factor of 1.007 (multiplying 395,688 and 5,502,922 by 1.007) equals the adjusted and rounded quantity and value of 398.5 and \$5,541.4 shown in Table 1. For 1999 to 2001, the adjustment factors are: 1.002 for "Architectural coatings," 0.993 for "Product coatings OEM," 1.051 for "Special-purpose coatings," and 1.048 for "Miscellaneous allied paint products." These factors are used because the annual survey panel was selected to measure approximately 95 percent of the total shipments in the paint industry (NAICS 325510 formerly SIC 2851). The adjustment factors (based on the 2002 Economic Census, Manufacturing Sector's relationships) bring each product class value up to 100 percent. Quarterly data for 2004 and 2003 reflect the adjusted totals in Table 1 and are shown in Table 3 along with the quarterly data originally published in the Current Industrial Reports quarterly series MQ325F, "Paint, Varnish, and Lacquer."

Table 2. Quantity and Value of Shipments of Paint and Allied Products: 2004 and 2003  
[Quantity in thousand of gallons. Value in thousand of dollars]

| Product code | Product description  | 2004      |            | 2003      |            |
|--------------|--|-----------|------------|-----------|------------|
|              |  | Quantity  | Value      | Quantity  | Value      |
| 325510       | Paint and allied products 1/.....  | 1,570,689 | 19,524,029 | 1,479,504 | 18,152,769 |
| 3255101      | Architectural coatings.....  | 822,186   | 8,768,106  | 774,364   | 8,136,396  |
|              | Exterior solvent-type.....   | 81,554    | 965,299    | 74,979    | 892,875    |
| 3255101111   | Solvent thinned paints and tinting bases, including barn and roof paints.....                | 22,359    | 242,002    | 19,867    | 215,109    |
| 3255101115   | Solvent thinned enamels and tinting bases, including exterior-interior floor enamels.....    | 16,774    | 248,554    | 16,186    | 241,535    |
| 3255101119   | Solvent thinned undercoaters and primers.....  | 10,331    | 117,248    | 8,528     | 100,539    |
| 3255101121   | Solvent thinned clear finishes and sealers.....  | 5,894     | 76,248     | 5,590     | 71,125     |
| 3255101125   | Solvent thinned stains, including shingle and shake.....                                     | 15,992    | 199,979    | 15,134    | 187,009    |
| 3255101129   | Other exterior solvent thinned coatings, including bituminous paints.....                    | 10,204    | 81,268     | 9,674     | 77,558     |
|              | Exterior water-type.....   | 202,668   | 2,248,599  | 186,403   | 2,037,304  |
| 3255101131   | Water thinned paints and tinting bases, including barn and roof paints.....                  | 121,800   | 1,414,222  | 107,434   | 1,245,124  |
| 3255101135   | Water thinned exterior-interior deck and floor enamels.....                                  | 3,741     | 39,236     | 3,616     | 37,235     |
| 3255101139   | Water thinned undercoaters and primers.....  | 27,720    | 294,460    | 24,749    | 265,081    |
| 3255101141   | Water thinned stains and sealers.....  | 22,337    | 266,971    | 21,961    | 255,813    |
| 3255101145   | Other exterior water thinned coatings.....   | 27,070    | 233,710    | 28,643    | 234,051    |
|              | Interior solvent-type.....   | 65,778    | 747,328    | 60,369    | 660,705    |
| 3255101211   | Flat solvent thinned wall paint and tinting bases, including mill white paints.....          | 2,848     | 71,775 r/  | 2,423     | 61,974     |
| 3255101215   | Gloss and quick drying enamels and other gloss solvent thinned paints and enamels.....       | 3,312     | 47,245     | 3,333     | 46,443     |
| 3255101219   | Semigloss, eggshell, satin solvent thinned paints, and tinting bases.....                    | 13,874    | 181,452    | 11,403    | 153,248    |
| 3255101221   | Solvent thinned undercoaters and primers.....  | 27,746    | 263,136 r/ | 26,314    | 229,490    |
| 3255101225   | Solvent thinned clear finishes and sealers.....  | (D)       | (D)        | (D)       | (D)        |
| 3255101229   | Solvent thinned stains.....  | 1,820     | 19,131     | 1,839     | 19,026     |
| 3255101231   | Other interior solvent thinned coatings.....   | (D)       | (D)        | (D)       | (D)        |
|              | Interior water-type.....   | 463,459   | 4,715,546  | 443,884   | 4,455,464  |
| 3255101235   | Flat water thinned paints and tinting bases.....   | 181,230   | 1,550,792  | 177,437   | 1,471,464  |
| 3255101239   | Semigloss, eggshell, satin, and other water thinned paints and tinting bases.....            | 197,333   | 2,270,731  | 188,003   | 2,178,169  |
| 3255101241   | Water thinned undercoaters and primers.....  | 46,008    | 387,705    | 40,912    | 334,883    |
| 3255101245   | Other interior water thinned coatings, stains, and sealers.....                              | 38,888    | 506,318    | 37,532    | 470,948    |
| 3255101249   | Architectural lacquers.....  | 6,286     | 63,012     | 6,360     | 62,491     |
| 3255101YVW   | Architectural coatings, n.s.k. ....  | 2,441     | 28,322     | 2,369     | 27,557     |
| 3255104      | Product finishes for original equipment manufacturers (OEM), excluding marine coatings.....  | 424,812   | 5,895,952  | 395,688   | 5,502,922  |
| 3255104111   | Automobile, light truck, van, and sport utility vehicle finishes.....                        | 49,789    | 987,604    | 45,625    | 978,714    |
| 3255104121   | Automobile parts finishes.....   | 4,953     | 148,451    | 4,855     | 148,952    |
| 3255104131   | Heavy duty truck, bus, and recreational vehicle finishes.....                                | 15,652    | 375,266    | 12,055    | 290,232    |
| 3255104141   | Other transportation equipment finishes, including aircraft and railroad.....                | 8,676     | 130,839    | 8,995     | 126,938    |
| 3255104211   | Appliance, heating equipment, and air-conditioner finishes.....                              | 8,881     | 95,158     | 7,995     | 87,472     |
| 3255104215   | Wood furniture, cabinet, and fixture finishes.....   | 44,649    | 507,612    | 42,468    | 461,370    |
| 3255104219   | Wood and composition board flat stock finishes.....  | 11,830    | 124,369    | 9,932     | 116,141    |
| 3255104221   | Metal building product finishes, including coatings for aluminum extrusions and siding.....  | 38,575    | 689,254    | 35,909    | 547,649    |
| 3255104225   | Container and closure finishes.....  | 38,643    | 416,571    | 34,195    | 442,759    |
| 3255104229   | Machinery and equipment finishes, including road building equipment and farm implements..... | 22,611    | 533,037    | 18,217    | 507,956    |
| 3255104231   | Nonwood furniture and fixture finishes, including business equipment finishes.....           | 44,261    | 463,767    | 41,859    | 402,160    |
| 3255104235   | Paper, paper board, film, and foil finishes, excluding pigment binders.....                  | 15,995    | 130,806    | 14,007    | 124,203    |
| 3255104239   | Electrical insulating coatings.....  | 920       | 16,295     | 4,015     | 25,840     |
|              | Powder coatings.....   | 73,946    | 829,176    | 72,404    | 798,264    |
| 3255104241   | Appliance powder coatings 2/.....  | 9,763     | 173,818    | 10,837    | 182,976    |
| 3255104245   | Automotive powder coatings 2/.....   | 5,714     | 97,479     | 9,024     | 106,886    |
| 3255104249   | Architectural powder coatings (such as aluminum extrusions) 2/.....                          | 1,808     | 20,053 r/  | 1,827     | 20,684     |
| 3255104251   | Lawn and garden powder coatings 2/.....  | 1,799     | 33,129     | 1,544     | 28,624     |
| 3255104255   | General metal finishing powder coatings 2/.....  | 21,491    | 349,893    | 19,417    | 307,334    |
| 3255104259   | Thermoset functional powder coatings (for pipe, rebar, electrical insulation, etc.) 2/.....  | (D)       | (D)        | (D)       | (D)        |



Table 2. Quantity and Value of Shipments of Paint and Allied Products: 2004 and 2003  
[Quantity in thousand of gallons. Value in thousand of dollars]

| Product code | Product description  | 2004     |              | 2003      |           |
|--------------|--|----------|--------------|-----------|-----------|
|              |  | Quantity | Value        | Quantity  | Value     |
| 3255104261   | Thermoplastic powder coatings (all) 2/.....  | (D)      | (D)          | (D)       | (D)       |
| 3255104265   | Other industrial product finishes.....   | 40,318   | 415,354      | 38,117    | 410,439   |
| 3255104YWV   | Product finishes for original equipment manufacturers (OEM),<br>excluding marine coatings, n.s.k. ....   | 3,109    | 32,393       | 3,037     | 33,833    |
| 3255107      | Special-purpose coatings, including all marine coatings.....   | 173,087  | 3,685,255 r/ | 164,930   | 3,365,680 |
|              | Industrial new construction and maintenance paints<br>(especially formulated coatings for special conditions of<br>industrial plants and/or facilities requiring protection against<br>extreme temperatures, fungi, chemicals, fumes, etc.): |          |              |           |           |
| 3255107111   | Interior.....  | 22,492   | 271,264 r/   | 24,510 r/ | 258,786   |
| 3255107115   | Exterior.....  | 35,167   | 640,447 r/   | 34,999    | 596,030   |
| 3255107121   | Traffic marking paints (all types; shelf goods and highway<br>department).....   | 35,907   | 245,730 r/   | 32,217    | 226,367   |
| 3255107131   | Automotive, other transportation and machinery refinish<br>paints and enamels, including primers.....  | 54,473   | 2,114,375    | 50,763    | 1,880,518 |
| 3255107141   | Marine paints, ship and off-shore facilities and shelf goods<br>for both new construction and marine refinish and<br>maintenance, excludes spar varnish.....   | 12,342   | 246,723      | 11,557    | 242,582   |
| 3255107151   | Marine paints for yacht and pleasure craft, new construction,<br>refinish, and maintenance.....  | 100      | 2,238        | 91        | 2,214     |
| 3255107161   | Aerosol-paint concentrates produced for packaging in aerosol<br>containers.....  | 11,728   | 144,250      | 9,608     | 133,521   |
| 3255107YWV   | Special-purpose coatings, n.s.k. ....  | 878      | 20,228 r/    | 1,185 r/  | 25,662    |
| 325510B      | Miscellaneous allied paint products.....   | 150,604  | 1,174,716    | 144,522   | 1,147,771 |
| 325510B111   | Paint and varnish removers.....  | 5,329    | 58,193       | 5,067     | 53,756    |
| 325510B121   | Thinners for lacquers and other solvent based paint products.....  | 32,586   | 170,739      | 26,929    | 144,942   |
| 325510B131   | Pigment dispersions.....   | 31,748   | 464,943 r/   | 30,185 r/ | 439,689   |
| 325510B141   | Other miscellaneous allied paint products, including brush<br>cleaners, ink vehicles, putty and glazing compounds, etc. ....   | 80,521   | 456,833      | 81,970    | 484,674   |
| 325510BYWV   | Miscellaneous allied paint products, n.s.k. ....   | 420      | 24,008 r/    | 371 r/    | 24,710    |

D Withheld to avoid disclosing data for individual companies; data are included in higher level totals. n.s.k. Not specified by kind.  
r/ Revised by 5 percent or more from previously published data.

1/Represents total shipments for those establishments producing paint and allied products that have 20 or more employees. These establishments represent approximately 95 percent of the total value of shipments for NAICS industry 325510, Paint, varnishes, lacquers, enamels, and allied products, based on relationships observed in the 2002 Economic Census, Manufacturing sector's final report.

2/Data for powder coatings are collected in pounds and converted to gallons by using a conversion factor of 5 (5 lbs. = 1 gallon).  
Data collected in pounds amounted to 369,730 thousand pounds in 2004 and 362,020 thousand pounds in 2003.

Table 3. Quantity and Value of Shipments of Paint, Varnish, and Lacquer by Quarter: 2004 and 2003  
[Quantity in thousands of gallons. Value in thousands of dollars]

| As revised          |           |            |                        |           |                      |           |                          |           |
|---------------------|-----------|------------|------------------------|-----------|----------------------|-----------|--------------------------|-----------|
| Quarter and year    | Total     |            | Architectural coatings |           | Product coatings OEM |           | Special-purpose coatings |           |
|                     | Quantity  | Value      | Quantity               | Value     | Quantity             | Value     | Quantity                 | Value     |
| <b>2004</b>         |           |            |                        |           |                      |           |                          |           |
| Total.....          | 1,410,076 | 18,253,979 | 809,031                | 8,627,816 | 427,785              | 5,937,223 | 173,260                  | 3,688,940 |
| Fourth quarter..... | 315,102   | 4,104,679  | 179,157                | 1,930,426 | 100,698              | 1,413,043 | 35,247                   | 761,210   |
| Third quarter.....  | 373,757   | 4,843,184  | 218,483                | 2,354,178 | 108,278              | 1,487,414 | 46,996                   | 1,001,592 |
| Second quarter..... | 389,747   | 5,000,062  | 225,241                | 2,377,958 | 110,488              | 1,533,417 | 54,018                   | 1,088,687 |
| First quarter.....  | 331,470   | 4,306,054  | 186,150                | 1,965,254 | 108,321              | 1,503,349 | 36,999                   | 837,451   |
| <b>2003</b>         |           |            |                        |           |                      |           |                          |           |
| Total.....          | 1,325,526 | 16,916,701 | 761,975                | 8,006,214 | 398,457              | 5,541,442 | 165,094                  | 3,369,045 |
| Fourth quarter..... | 285,746   | 3,680,762  | 164,116                | 1,756,056 | 88,446               | 1,215,262 | 33,184                   | 709,444   |
| Third quarter.....  | 348,247   | 4,449,169  | 207,742                | 2,222,856 | 93,100               | 1,292,833 | 47,405                   | 933,480   |
| Second quarter..... | 371,940   | 4,746,747  | 211,981                | 2,245,310 | 109,529              | 1,539,087 | 50,430                   | 962,350   |
| First quarter.....  | 319,593   | 4,040,023  | 178,136                | 1,781,992 | 107,382              | 1,494,260 | 34,075                   | 763,771   |
| As published        |           |            |                        |           |                      |           |                          |           |
| Quarter and year    | Total     |            | Architectural coatings |           | Product coatings OEM |           | Special-purpose coatings |           |
|                     | Quantity  | Value      | Quantity               | Value     | Quantity             | Value     | Quantity                 | Value     |
| <b>2004</b>         |           |            |                        |           |                      |           |                          |           |
| Total.....          | 1,323,620 | 17,029,652 | 817,450                | 8,662,481 | 368,471              | 5,154,007 | 137,699                  | 3,213,164 |
| Fourth quarter..... | 295,770   | 3,827,856  | 181,021                | 1,938,182 | 86,736               | 1,226,640 | 28,013                   | 663,034   |
| Third quarter.....  | 351,372   | 4,527,250  | 220,757                | 2,363,637 | 93,265               | 1,291,200 | 37,350                   | 872,413   |
| Second quarter..... | 365,684   | 4,666,921  | 227,585                | 2,387,512 | 95,168               | 1,331,134 | 42,931                   | 948,275   |
| First quarter.....  | 310,794   | 4,007,625  | 188,087                | 1,973,150 | 93,302               | 1,305,033 | 29,405                   | 729,442   |
| <b>2003</b>         |           |            |                        |           |                      |           |                          |           |
| Total.....          | 1,316,547 | 16,933,913 | 772,806                | 8,104,496 | 400,319              | 5,561,481 | 143,422                  | 3,267,936 |
| Fourth quarter..... | 284,136   | 3,685,423  | 166,449                | 1,777,613 | 88,859               | 1,219,657 | 28,828                   | 688,153   |
| Third quarter.....  | 345,412   | 4,453,116  | 210,695                | 2,250,143 | 93,535               | 1,297,508 | 41,182                   | 905,465   |
| Second quarter..... | 368,845   | 4,750,995  | 214,994                | 2,272,873 | 110,041              | 1,544,653 | 43,810                   | 933,469   |
| First quarter.....  | 318,154   | 4,044,379  | 180,668                | 1,803,867 | 107,884              | 1,499,663 | 29,602                   | 740,849   |

See note at end of Table 1.

Table 4. Shipments, Exports, Imports, and Apparent Consumption of Selected Paints: 2004 and 2003  
[Quantity in millions of gallons. Value in millions of dollars]

| Product code           | Product description                                  |           | Manufacturers' shipments |          | Exports of domestic merchandise 1/ |         | Percent exports to manufacturers' shipments |       | Imports for consumption 2/ |          | Apparent consumption 4/ |          |
|------------------------|--|-----------|--------------------------|----------|------------------------------------|---------|---|-------|----------------------------|----------|-------------------------|----------|
|                        |  |           | Quantity                 | Value    | Quantity                           | Value   | Quantity                                    | Value | Quantity                   | Value 3/ | Quantity                | Value    |
| 3255101100, 4100, 7100 | Paint, varnish, and lacquer.....                     | 2004..... | 1,410.1                  | 18,254.0 | (NA)                               | 1,209.1 | (NA)  | 6.6   | (NA)                       | 499.0    | (NA)                    | 17,543.9 |
|                        |  | 2003..... | 1,325.5                  | 16,916.7 | (NA)                               | 1,165.6 | (NA)  | 6.9   | (NA)                       | 466.4    | (NA)                    | 16,217.5 |
| 325510B111, B121       | Paint and varnish removers , including thinners..... | 2004..... | 37.9                     | 228.9    | (NA)                               | 77.3    | (NA)  | 33.8  | (NA)                       | 20.1     | (NA)                    | 171.7    |
|                        |  | 2003..... | 32.0                     | 198.7    | (NA)                               | 70.6    | (NA)  | 35.5  | (NA)                       | 19.0     | (NA)                    | 147.1    |
| 325510B141             | Other miscellaneous allied paint products.....       | 2004..... | 80.5                     | 456.8    | (NA)                               | 154.4   | (NA)  | 33.8  | (NA)                       | 80.3     | (NA)                    | 382.7    |
|                        |  | 2003..... | 82.0                     | 484.7    | (NA)                               | 131.8   | (NA)  | 27.2  | (NA)                       | 65.3     | (NA)                    | 418.2    |

NA Not available.

1/Source: Census Bureau report EM 545, U. S. Exports.

2/Source: Census Bureau report IM 145, U. S. Imports for Consumption.

3/Dollar value represents the c.i.f. (cost, insurance, and freight) value at first port of entry in the United States plus U.S. import duties.

4/Apparent consumption is equal to domestic shipments, plus imports, minus exports.

Table 5. Comparison of North American Industry Classification System (NAICS)-Based Product Codes with Schedule B Export Codes, and HTSUSA Import Codes: 2004

| Product code              | Product description                                 | Export code 1/ | Import code 2/ |
|---------------------------|---|----------------|----------------|
| 3255101100,<br>4100, 7100 | Paint, varnish, and lacquers.....                   | 3208.10.0000   | 3208.10.0000   |
|                           |   | 3208.20.0000   | 3208.20.0000   |
|                           |   | 3208.90.0000   | 3208.90.0000   |
|                           |   | 3209.10.0000   | 3209.10.0000   |
|                           |   | 3209.90.0000   | 3209.90.0000   |
| 325510B111,<br>B121       | Paint and varnish removers, including thinners..... | 3814.00.0000   | 3814.00.1000   |
|                           |   |                | 3814.00.2000   |
|                           |   |                | 3814.00.5010   |
|                           |   |                | 3814.00.5090   |
| 325510B141                | Other miscellaneous allied paint products.....      | 3210.00.0000   | 3210.00.0000   |
|                           |   | 3211.00.0000   | 3211.00.0000   |
|                           |   | 3214.10.0020   | 3214.10.0020   |
|                           |   | 3214.10.0090   | 3214.10.0090   |

1/Source: 2004 edition, Harmonized System-based Schedule B, Statistical Classification of Domestic and Foreign Commodities Exported from the United States.

2/Source: Harmonized Tariff Schedule of the United States, Annotated (2004).

# Appendix.

## General CIR Survey Information, Explanation of General Terms and Historical Note

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### GENERAL

The CIR program has been providing monthly, quarterly, and annual measures of industrial activity for many years. Since 1904, with its cotton and fats and oils surveys, the CIR program has formed an essential part of an integrated statistical system involving the quinquennial economic census, manufacturing sector, and the annual survey of manufactures. The CIR surveys, however, provide current statistics at a more detailed product level than either of the other two statistical programs.

The primary objective of the CIR program is to produce timely, accurate data on production and shipments of selected products. The data are used to satisfy economic policy needs and for market analysis, forecasting, and decision making in the private sector. The product-level data generated by these surveys are used extensively by individual firms, trade associations, and market analysts in planning or recommending marketing and legislative strategies, particularly if their industry is significantly affected by foreign trade. Although production and shipments information are the two most common data items collected, the CIR program collects other measures also such as inventories, orders, and consumption. These surveys measure manufacturing activity in important commodity areas such as textiles and apparel, chemicals, primary metals, computer and electronic components, industrial equipment, aerospace equipment, and consumer goods.

The CIR program uses a unified data collection, processing, and publication system. The U.S. Census Bureau updates the survey panels for most reports annually and reconciles the estimates to the results of the broader-based annual survey of manufactures and the economic census, manufacturing sector. The manufacturing sector provides a complete list of all producers of the products covered by the CIR program and serves as the primary source for CIR sampling. Where a small number of producers exist, CIR surveys cover all known producers of a product. However, when the number of producers is too large, cutoff and random sampling techniques are used. Surveys are continually reviewed and modified to provide the most up-to-date information on products produced. The CIR program includes a group of mandatory and voluntary surveys. Typically the monthly and quarterly surveys are conducted on a voluntary basis. Those companies that choose not to respond to the voluntary surveys are required to submit a mandatory annual counterpart corresponding to the more frequent survey.

### NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS), 1997

The adoption of the North American Industry Classification System (NAICS) in the 1997 Economic Census has had a major impact on the comparability of current and historic data. Approximately half of the industries in the manufacturing sector of NAICS do not have comparable industries in the Standard Industrial Classification (SIC) system that was used in the past.

While most of the change affecting the manufacturing sector was change within the sector, some industries left manufacturing and others came into manufacturing. Prominent among those that left manufacturing are logging and portions of publishing. Prominent among the industries that came into the manufacturing sector are bakeries, candy stores where candy is made on the premises, custom tailors, makers of custom draperies, and tire retreading. The net effect of the classification changes are such that if the 1997 value of shipments data for all manufacturers were tabulated on an SIC basis, it would be approximately 3 percent higher.

Listed below are the NAICS sectors:

- 21 Mining
- 22 Utilities
- 23 Construction
- 31-33 Manufacturing
- 42 Wholesale Trade
- 44-45 Retail Trade
- 48-49 Transportation and Warehousing
- 51 Information
- 52 Finance and Insurance
- 53 Real Estate and Rental and Leasing
- 54 Professional, Scientific, and Technical Services
- 55 Management of Companies and Enterprises
- 56 Administrative and Support and Waste Management and Remediation Services
- 61 Educational Services
- 62 Health Care and Social Assistance
- 71 Arts, Entertainment, and Recreation
- 72 Accommodation and Foodservices
- 81 Other Services (except Public Administration)

(Not listed above are the Agriculture, Forestry, Fishing, and Hunting sector (NAICS 11), partially covered by the census of agriculture conducted by the U.S. Department of Agriculture, and the Public Administration sector (NAICS 92), covered by the census of governments conducted by the Census Bureau.)

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The 20 NAICS sectors are subdivided into 96 subsectors (three-digit codes), 313 industry groups (four-digit codes), and, as implemented in the United States, 1170 industries (five- and six-digit codes).

## FUNDING

The Census Bureau funds most of the surveys. However, a number of surveys are paid for either fully or partially by other Federal Government agencies or private trade associations. A few surveys are mandated, but all are authorized by Title 13 of the United States Code.

## RELIABILITY OF DATA

Survey error may result from several sources including the inability to obtain information about all cases in the survey, response errors, definitional difficulties, differences in the interpretation of questions, mistakes in recording or coding the reported data, and other errors of collection, response, coverage, and estimation. These nonsampling errors also occur in complete censuses. Although no direct measurement of the biases due to these nonsampling errors has been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is the imputing of data for nonrespondents, for late reporters, and for data that fail logic edits. Missing figures are imputed based on period-to-period movements shown by reporting firms. A figure is considered to be an impute if the value was not directly reported on the questionnaire, directly derived from other reported items, directly available from supplemental sources, or obtained from the respondent during the analytical review phase. Imputation generally is limited to a maximum of 10 percent for any one data cell. Figures with imputation rates greater than 10 percent are suppressed or footnoted. The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, because the actual yearly movements for nonrespondents may or may not closely agree with the imputed movements. The range of difference between the actual and imputed figures is assumed to be small. The degree of uncertainty regarding the accuracy of the published data increases as the percentage of imputation increases. Figures with imputation rates above 10 percent should be used with caution.

## DATA REVISIONS

Statistics for previous years may be revised as the result of corrected figures from respondents, late reports for which imputations were originally made, or other corrections. Data that have been revised by more than 5 percent from previously published data are indicated by footnotes.

## DISCLOSURE

The Census Bureau collects the CIR data under the authority of Title 13, United States Code, which specifies that the information can only be used for statistical purposes and cannot be published or released in any manner that would identify a person, household, or establishment. "D" indicates that data in the cell have been suppressed to avoid disclosure of information pertaining to individual companies.

## EXPLANATION OF GENERAL TERMS

**Capacity.** The maximum quantity of a product that can be produced in a plant in 1 day if operating for 24 hours. Includes the capacity of idle plants until the plant is reported to be destroyed, dismantled, or abandoned.

**Consumption.** Materials used in producing or processing a product or otherwise removing the product from the inventory.

**Exports.** Includes all types of products shipped to foreign countries, or to agents or exporters for reshipment to foreign countries.

**Gross shipments.** The quantity or value of physical shipments from domestic establishments of all products sold, transferred to other establishments of the same company, or shipped on consignment, whether for domestic or export sale or use. Shipments of products purchased for resale are omitted. Shipments of products made under toll arrangements are included.

**Interplant transfers.** Shipments to other domestic plants within a company for further assembly, fabrication, or manufacture.

**Inventories.** The quantity or value of finished goods, work in progress, and materials on hand.

**Machinery in place.** The number of machines of a particular type in place as of a particular date whether the machinery was used for production, prototype, or sampling, or was idle. Machinery in place includes all machinery set up in operating positions.

**Net receipts.** Derived by subtracting the materials held at the end of the previous month from the sum of materials used during the current month.

**Production.** The total volume of products produced, including: products sold; products transferred or added to inventory after adjustments for breakage, shrinkage, and obsolescence, plus any other inventory adjustment; and products that undergo further manufacture at the same establishment.

**Quantities produced and consumed.** Quantities of each type of product produced by a company for internal consumption within that same company.

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**Quantity and value of new orders.** The sales value of orders received during the current reporting period for products and services to be delivered immediately or at some future date. Also represents the net sales value of contract change documents that increase or decrease the sales value of the orders to which they are related, when the parties concerned are in substantial agreement as to the amount involved. Included as orders are only those that are supported by binding legal documents such as signed contracts or letter contracts.

**Quantity and value of shipments.** The figures on quantity and value of shipments represent physical shipments of all products sold, transferred to other establishments of the same company, or shipped on consignment, whether for domestic or export sale. The value represents the net sales price, f.o.b. plant, to the customer or branch to which the products are shipped, net of discounts, allowances, freight charges, and returns. Shipments to a company's own branches are assigned the same value as comparable appropriate allocation of company overhead and profit. Products bought and resold without further manufacture are excluded.

**Stocks.** Total quantity of ending finished inventory.

**Unfilled orders (backlog).** Calculated by adding net new orders and subtracting net sales from the backlog at the end of the preceding year.

#### **HISTORICAL NOTE**

Data on paint, varnish, and lacquer have been collected by the Census Bureau since 1928. Prior to 1981, a monthly sample survey, benchmarked to the census of manufactures, was used to collect these data. Beginning with data year 1981, an annual survey on paint and related products was added. The monthly survey was still conducted through 1990. Beginning in 1991, due to budget reductions, the monthly series was canceled and replaced with a similar quarterly series.

Historical data may be obtained from Current Industrial Reports (called Facts for Industry before 1959) available at your local Federal Depository Library.

## Paints and Allied Products: 2005

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### Current Industrial Reports

Current data are released electronically on Internet for all individual surveys as they become available. Use: <http://www.census.gov/mcd/>. Individual reports can be accessed by choosing "Current Industrial Reports (CIR)," clicking on "CIRs by Subsector," then choose the survey of interest. Follow the menu to view the PDF file or to download the worksheet file (XLS format) to your personal computer.

These data are also available on Internet through the U.S. Department of Commerce and STAT-USA by subscription. The Internet address is: [www.stat-usa.gov/](http://www.stat-usa.gov/). Follow the prompts to register. Also, you may call 202-482-1986 or 1-800-STAT-USA, for further information.

**SUMMARY OF FINDINGS.** In 2005, total manufacturers' estimated shipments of paint and

allied products amounted to \$19,868.1 million, an increase of 3.3 percent from the 2004 shipments of \$19,233.2 million. Shipments of architectural coatings increased 3.4 percent to \$8,916.0 million in 2005, from \$8,623.3 million in 2004. Shipments of OEM coatings amounted to \$5,986.3 million in 2005, an increase of 2.0 percent, from the 2004 shipments' total of \$5,867.3 million. Shipments of special-purpose coatings increased 3.1 percent to \$3,635.4 million in 2005, from \$3,525.8 million in 2004. Shipments of miscellaneous allied paint products amounted to \$1,350.4 million in 2005, an increase of 9.3 percent, from the \$1,216.7 million in 2004.

For general CIR information, explanation of general terms and historical note, see the appendix.

Address inquiries concerning these data to Primary Goods Industries Branch, Manufacturing and Construction Division, (MCD), Washington, DC 20233-6900 or call Betty Sutter, 301-763-5164.  
For mail or fax copies of this publication, please contact the Information Services Center, MCD, Washington, DC 20233-6900, or call 301-763-4673.

## U S C E N S U S B U R E A U

*Helping You Make Informed Decisions*

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

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Table 1. Summary of Estimated United States Total Quantity and Value of Shipments of Paint and Allied Products: 2000-2005  
[Quantity in millions of gallons. Value in millions of dollars]

| Year      | Total    |          | Architectural coatings |         | Product coatings OEM |         | Special-purpose coatings |         | Miscellaneous allied paint products |         |
|-----------|----------|----------|------------------------|---------|----------------------|---------|--------------------------|---------|-------------------------------------|---------|
|           | Quantity | Value    | Quantity               | Value   | Quantity             | Value   | Quantity                 | Value   | Quantity                            | Value   |
| 2005..... | 1,529.8  | 19,868.1 | 794.5                  | 8,916.0 | 401.5                | 5,986.3 | 155.8                    | 3,635.4 | 178.0                               | 1,330.4 |
| 2004..... | 1,534.3  | 19,233.2 | 803.6                  | 8,623.3 | r/ 404.2             | 5,867.3 | r/ 154.5                 | 3,525.8 | r/ 171.9                            | 1,216.7 |
| 2003..... | 1,473.5  | 18,092.0 | 762.0                  | 8,006.2 | 398.5                | 5,541.4 | 165.1                    | 3,369.0 | 148.0                               | 1,175.3 |
| 2002..... | 1,433.9  | 17,465.8 | 709.8                  | 7,610.1 | 408.7                | 5,556.2 | 172.2                    | 3,153.9 | 143.2                               | 1,145.6 |
| 2001..... | 1,392.9  | 17,274.7 | 667.0                  | 7,038.3 | 406.5                | 5,566.6 | 161.2                    | 3,408.1 | 158.2                               | 1,261.7 |
| 2000..... | 1,467.2  | 17,724.7 | 650.6                  | 6,461.4 | 453.4                | 6,149.2 | 182.4                    | 3,607.0 | 180.8                               | 1,507.1 |

r/Revised by 5 percent or more from previously published data.

Note: Data for 2000 through 2005 are estimates of the total U.S. value of shipments of paint, varnish, and lacquer. These estimates were developed by increasing the product class totals shown in Table 2 by adjustment factors. For 2002 through 2005 these factors are: 0.984 for "Architectural coatings," 1.007 for "Product coatings OEM," 1.001 for "Special-purpose coatings," and 1.024 for "Miscellaneous allied paint products." For example, the quantity and value of OEM coatings for 2004 shown in Table 2 amounted to 401,438 and \$5,826,536 respectively. Adjusting these data by the factor of 1.007 (multiplying 401,438 and 5,826,536 by 1.007) equals the adjusted and rounded quantity and value of 404.2 and \$5,867.3 shown in Table 1. For 2000 to 2001, the adjustment factors are: 1.002 for "Architectural coatings," 0.993 for "Product coatings OEM," 1.051 for "Special-purpose coatings," and 1.048 for "Miscellaneous allied paint products." These factors are used because the annual survey panel was selected to measure approximately 95 percent of the total shipments in the paint industry (NAICS 325510 former SIC 2851). The adjustment factors (based on the 2002 Economic Census, Manufacturing Sector's relationships) bring each product class value up to 100 percent. Quarterly data for 2005 and 2004 reflect the adjusted totals in Table 1 and are shown in Table 3 alone with the quarterly data originally published in the Current Industrial Reports quarterly series MQ325F, "Paint, Varnish, and Lacquer."

Table 2. Quantity and Value of Shipments of Paint and Allied Products: 2005 and 2004  
[Quantity in thousand of gallons. Value in thousand of dollars]

| Product code | Product description  | 2005      |            | 2004      |            |
|--------------|--|-----------|------------|-----------|------------|
|              |  | Quantity  | Value      | Quantity  | Value      |
| 325510       | Paint and allied products 1/.....  | 1,535,551 | 19,936,631 | 1,540,383 | 19,300,551 |
| 3255101      | Architectural coatings.....  | 807,395   | 9,060,961  | 816,668   | 8,763,513  |
|              | Exterior solvent-type.....   | 80,161    | 987,345    | 80,084    | 959,857    |
| 3255101111   | Solvent thinned paints and tinting bases, including barn and roof paints.....                | 23,706    | 257,408    | 22,197    | 240,654    |
| 3255101115   | Solvent thinned enamels and tinting bases, including exterior-interior floor enamels.....    | 15,040    | 239,126    | 16,367    | 243,464    |
| 3255101119   | Solvent thinned undercoaters and primers.....  | 10,159    | 120,862    | 10,293    | 122,244    |
| 3255101121   | Solvent thinned clear finishes and sealers.....  | 5,649     | 77,582     | 5,712     | 73,652     |
| 3255101125   | Solvent thinned stains, including shingle and shake.....                                     | 15,419    | 203,923    | 15,529    | 199,301    |
| 3255101129   | Other exterior solvent thinned coatings, including bituminous paints.....                    | 10,188    | 88,444     | 9,986     | 80,542     |
|              | Exterior water-type.....   | 199,327   | 2,328,844  | 201,600   | 2,238,371  |
| 3255101131   | Water thinned paints and tinting bases, including barn and roof paints.....                  | 117,927   | 1,418,266  | 121,358   | 1,409,008  |
| 3255101135   | Water thinned exterior-interior deck and floor enamels.....                                  | 4,101     | 42,715     | 3,742     | 39,247     |
| 3255101139   | Water thinned undercoaters and primers.....  | 28,051    | 310,902    | 27,665    | 293,220    |
| 3255101141   | Water thinned stains and sealers.....  | 22,890    | 288,195    | 22,305    | 266,552    |
| 3255101145   | Other exterior water thinned coatings.....   | 26,358    | 268,766    | 26,530    | 230,344    |
|              | Interior solvent-type.....   | 58,827    | 729,275    | 64,040    | 736,543    |
| 3255101211   | Flat solvent thinned wall paint and tinting bases, including mill white paints.....          | 2,623     | 73,138     | r/        | 70,830     |
| 3255101215   | Gloss and quick drying enamels and other gloss solvent thinned paints and enamels.....       | 3,777     | 54,056     | 3,413     | 48,629     |
| 3255101219   | Semigloss, eggshell, satin solvent thinned paints, and tinting bases.....                    | 13,130    | 183,647    | 13,813    | 180,926    |
| 3255101221   | Solvent thinned undercoaters and primers.....  | 22,761    | 234,292    | 27,405    | 262,249    |
| 3255101225   | Solvent thinned clear finishes and sealers.....  | (D)       | (D)        | (D)       | (D)        |
| 3255101229   | Solvent thinned stains.....  | 1,368     | 17,578     | r/        | 18,199     |
| 3255101231   | Other interior solvent thinned coatings.....   | (D)       | (D)        | (D)       | (D)        |
|              | Interior water-type.....   | 460,121   | 4,916,755  | 462,203   | 4,742,695  |
| 3255101235   | Flat water thinned paints and tinting bases.....   | 181,837   | 1,584,349  | 181,060   | 1,549,590  |
| 3255101239   | Semigloss, eggshell, satin, and other water thinned paints and tinting bases.....            | 203,305   | 2,451,007  | 197,272   | 2,306,298  |
| 3255101241   | Water thinned undercoaters and primers.....  | 35,537    | 299,157    | 45,975    | 387,292    |
| 3255101245   | Other interior water thinned coatings, stains, and sealers.....                              | 39,442    | 582,242    | 37,896    | 499,515    |
| 3255101249   | Architectural lacquers.....  | 6,936     | 73,344     | 6,301     | 63,170     |
| 3255101YWV   | Architectural coatings, n.s.k. ....  | 2,023     | 25,398     | 2,440     | 22,877     |
| 3255104      | Product finishes for original equipment manufacturers (OEM), excluding marine coatings.....  | 398,673   | 5,944,726  | r/        | 5,826,536  |
| 3255104111   | Automobile, light truck, van, and sport utility vehicle finishes.....                        | 54,521    | 1,140,024  | r/        | 1,133,220  |
| 3255104121   | Automobile parts finishes.....   | 5,959     | 198,532    | r/        | 201,452    |
| 3255104131   | Heavy duty truck, bus, and recreational vehicle finishes.....                                | 7,554     | 200,291    | r/        | 177,175    |
| 3255104141   | Other transportation equipment finishes, including aircraft and railroad.....                | 9,552     | 156,077    | r/        | 131,708    |
| 3255104211   | Appliance, heating equipment, and air-conditioner finishes.....                              | 8,255     | 94,017     | r/        | 104,749    |
| 3255104215   | Wood furniture, cabinet, and fixture finishes.....   | 49,231    | 590,472    | 44,921    | 514,628    |
| 3255104219   | Wood and composition board flat stock finishes.....  | 11,304    | 132,197    | 11,976    | 126,559    |
| 3255104221   | Metal building product finishes, including coatings for aluminum extrusions and siding.....  | 32,502    | 608,627    | r/        | 644,582    |
| 3255104225   | Container and closure finishes.....  | 35,043    | 462,090    | r/        | 439,994    |
| 3255104229   | Machinery and equipment finishes, including road building equipment and farm implements..... | 20,229    | 526,367    | r/        | 511,396    |
| 3255104231   | Nonwood furniture and fixture finishes, including business equipment finishes.....           | 49,174    | 525,670    | 43,807    | 465,323    |
| 3255104235   | Paper, paper board, film, and foil finishes, excluding pigment binders.....                  | 14,752    | 134,762    | 15,545    | 130,679    |
| 3255104239   | Electrical insulating coatings.....  | 423       | 14,693     | 921       | 16,295     |
|              | Powder coatings.....   | 64,773    | 746,175    | 68,831    | 834,949    |
| 3255104241   | Appliance powder coatings 2/.....  | 7,905     | 167,027    | r/        | 177,088    |
| 3255104245   | Automotive powder coatings 2/.....   | 3,199     | 66,015     | r/        | 97,479     |
| 3255104249   | Architectural powder coatings (such as aluminum extrusions) 2/.....                          | 1,558     | 18,145     | 1,766     | 20,053     |
| 3255104251   | Lawn and garden powder coatings 2/.....  | 1,557     | 29,681     | 1,752     | 33,129     |
| 3255104255   | General metal finishing powder coatings 2/.....  | 19,357    | 309,712    | r/        | 349,893    |
| 3255104259   | Thermoset functional powder coatings (for pipe, rebar, electrical insulation, etc.) 2/.....  | (D)       | (D)        | (D)       | (D)        |

Table 2. Quantity and Value of Shipments of Paint and Allied Products: 2005 and 2004  
[Quantity in thousand of gallons. Value in thousand of dollars]

| Product code | Product description  | 2005     |           | 2004     |           |
|--------------|--|----------|-----------|----------|-----------|
|              |  | Quantity | Value     | Quantity | Value     |
| 3255104261   | Thermoplastic powder coatings (all) 2/.....  | (D)      | 89,803    | (D)      | (D)       |
| 3255104263   | Other powder coatings.....   | (D)      | (D)       | (D)      | (D)       |
| 3255104265   | Other industrial product finishes.....   | 34,089   | 392,444   | r/       | 37,708    |
| 3255104YVW   | Product finishes for original equipment manufacturers (OEM),<br>excluding marine coatings, n.s.k. ....   | 1,312    | 22,288    | r/       | 2,895     |
| 3255107      | Special-purpose coatings, including all marine coatings.....   | 155,629  | 3,631,741 | r/       | 154,376   |
|              | Industrial new construction and maintenance paints (especially<br>formulated coatings for special conditions of industrial plants<br>and/or facilities requiring protection against extreme tempera-<br>tures, fungi, chemicals, fumes, etc.): |          |           |          | 3,522,314 |
| 3255107111   | Interior.....  | 16,416   | 265,574   | r/       | 14,858    |
| 3255107115   | Exterior.....  | 30,161   | 658,463   | r/       | 29,650    |
| 3255107121   | Traffic marking paints (all types; shelf goods and highway<br>department).....   | 30,799   | 238,700   | r/       | 29,189    |
| 3255107131   | Automotive, other transportation and machinery refinish<br>paints and enamels, including primers.....  | 54,139   | 2,015,606 |          | 55,904    |
| 3255107141   | Marine paints, ship and off-shore facilities and shelf goods<br>for both new construction and marine refinish and<br>maintenance, excludes spar varnish.....   | 12,510   | 253,929   |          | 12,342    |
| 3255107151   | Marine paints for yacht and pleasure craft, new construction,<br>refinish, and maintenance.....  | 83       | 2,077     |          | 100       |
| 3255107161   | Aerosol-paint concentrates produced for packaging in aerosol<br>containers.....  | 10,298   | 151,877   |          | 11,721    |
| 3255107YVW   | Special-purpose coatings, n.s.k. ....  | 1,223    | 45,515    | r/       | 612       |
| 325510B      | Miscellaneous allied paint products.....   | 173,854  | 1,299,203 | r/       | 167,901   |
| 325510B111   | Paint and varnish removers.....  | 7,373    | 52,975    | r/       | 8,264     |
| 325510B121   | Thinners for lacquers and other solvent based paint products.....  | 38,481   | 190,320   | r/       | 40,646    |
| 325510B131   | Pigment dispersions.....   | 34,481   | 507,710   |          | 31,313    |
| 325510B141   | Other miscellaneous allied paint products, including brush<br>cleaners, ink vehicles, putty and glazing compounds, etc. ....   | 93,102   | 525,444   | r/       | 87,258    |
| 325510BYVW   | Miscellaneous allied paint products, n.s.k. ....   | 417      | 22,754    |          | 420       |

D Withheld to avoid disclosing data for individual companies; data are included in higher level totals. n.s.k. Not specified by kind.  
r/Revised by 5 percent or more from previously published data.

1/Represents total shipments for those establishments producing paint and allied products that have 20 or more employees. These establishments represent approximately 95 percent of the total value of shipments for NAICS industry 325510, Paint, varnishes, lacquers, enamels, and allied products, based on relationships observed in the 2002 Economic Census, Manufacturing sector's final report.

2/Data for powder coatings are collected in pounds and converted to gallons by using a conversion factor of 5 (5 lbs. = 1 gallon). Data collected in pounds amounted to 323,865 thousand pounds in 2005 and 344,155 thousand pounds in 2004.

Table 3. Quantity and Value of Shipments of Paint, Varnish, and Lacquer by Quarter: 2005 and 2004  
[Quantity in thousands of gallons. Value in thousands of dollars]

| As revised          |           |            |                        |           |                      |           |                          |           |
|---------------------|-----------|------------|------------------------|-----------|----------------------|-----------|--------------------------|-----------|
| Quarter and year    | Total     |            | Architectural coatings |           | Product coatings OEM |           | Special-purpose coatings |           |
|                     | Quantity  | Value      | Quantity               | Value     | Quantity             | Value     | Quantity                 | Value     |
| <b>2005</b>         |           |            |                        |           |                      |           |                          |           |
| Total.....          | 1,351,724 | 18,537,698 | 794,476                | 8,915,986 | 401,463              | 5,986,339 | 155,785                  | 3,635,373 |
| Fourth quarter..... | 306,998   | 4,249,537  | 174,237                | 1,938,121 | 98,687               | 1,484,522 | 34,074                   | 826,894   |
| Third quarter.....  | 357,356   | 4,951,652  | 212,485                | 2,392,741 | 101,740              | 1,562,654 | 43,131                   | 996,257   |
| Second quarter..... | 387,991   | 5,274,808  | 233,500                | 2,658,601 | 107,094              | 1,578,439 | 47,397                   | 1,037,768 |
| First quarter.....  | 299,379   | 4,061,701  | 174,254                | 1,926,523 | 93,942               | 1,360,724 | 31,183                   | 774,454   |
| <b>2004</b>         |           |            |                        |           |                      |           |                          |           |
| Total.....          | 1,362,380 | 18,016,455 | 803,602                | 8,623,297 | 404,247              | 5,867,321 | 154,531                  | 3,525,837 |
| Fourth quarter..... | 304,549   | 4,053,376  | 177,955                | 1,929,415 | 95,157               | 1,396,407 | 31,437                   | 727,554   |
| Third quarter.....  | 361,253   | 4,780,154  | 217,017                | 2,352,945 | 102,320              | 1,469,902 | 41,916                   | 957,307   |
| Second quarter..... | 376,317   | 4,932,627  | 223,729                | 2,376,712 | 104,409              | 1,515,363 | 48,179                   | 1,040,552 |
| First quarter.....  | 320,261   | 4,250,298  | 184,901                | 1,964,225 | 102,361              | 1,485,649 | 32,999                   | 800,424   |
| As published        |           |            |                        |           |                      |           |                          |           |
| Quarter and year    | Total     |            | Architectural coatings |           | Product coatings OEM |           | Special-purpose coatings |           |
|                     | Quantity  | Value      | Quantity               | Value     | Quantity             | Value     | Quantity                 | Value     |
| <b>2005</b>         |           |            |                        |           |                      |           |                          |           |
| Total.....          | 1,445,125 | 19,472,717 | 857,673                | 9,291,411 | 413,121              | 6,465,174 | 174,331                  | 3,716,132 |
| Fourth quarter..... | 327,780   | 4,468,258  | 188,097                | 2,019,729 | 101,553              | 1,603,266 | 38,130                   | 845,263   |
| Third quarter.....  | 382,347   | 5,199,529  | 229,387                | 2,493,492 | 104,694              | 1,687,648 | 48,266                   | 1,018,389 |
| Second quarter..... | 415,318   | 5,536,064  | 252,074                | 2,770,547 | 110,204              | 1,704,695 | 53,040                   | 1,060,822 |
| First quarter.....  | 319,680   | 4,268,866  | 188,115                | 2,007,643 | 96,670               | 1,469,565 | 34,895                   | 791,658   |
| <b>2004</b>         |           |            |                        |           |                      |           |                          |           |
| Total.....          | 1,410,076 | 18,253,979 | 809,031                | 8,627,816 | 427,785              | 5,937,223 | 173,260                  | 3,688,940 |
| Fourth quarter..... | 315,102   | 4,104,679  | 179,157                | 1,930,426 | 100,698              | 1,413,043 | 35,247                   | 761,210   |
| Third quarter.....  | 373,757   | 4,843,184  | 218,483                | 2,354,178 | 108,278              | 1,487,414 | 46,996                   | 1,001,592 |
| Second quarter..... | 389,747   | 5,000,062  | 225,241                | 2,377,958 | 110,488              | 1,533,417 | 54,018                   | 1,088,687 |
| First quarter.....  | 331,470   | 4,306,054  | 186,150                | 1,965,254 | 108,321              | 1,503,349 | 36,999                   | 837,451   |

See note at end of Table 1.

Table 4. Shipments, Exports, Imports, and Apparent Consumption of Selected Paints: 2005 and 2004  
[Quantity in millions of gallons. Value in millions of dollars]

| Product code           | Product description                                  |              | Manufactures' shipments |          | Exports of domestic merchandise 1/ |         | Percent exports to manufactures' shipments |       | Imports for consumption 2/ |          | Apparent consumption 4/ |          |
|------------------------|--|--------------|-------------------------|----------|------------------------------------|---------|--|-------|----------------------------|----------|-------------------------|----------|
|                        |  |              | Quantity                | Value    | Quantity                           | Value   | Quantity                                   | Value | Quantity                   | Value 3/ | Quantity                | Value    |
| 3255101100, 4100, 7100 | Paint, varnish, and lacquer.....                     | 2005.....    | 1,351.7                 | 18,537.7 | (NA)                               | 1,338.1 | (NA)                                       | 7.4   | (NA)                       | 547.2    | (NA)                    | 17,225.6 |
|                        |  | 2004.....    | 1,362.4                 | 18,016.5 | (NA)                               | 1,209.1 | (NA)                                       | 7.1   | (NA)                       | 499.0    | (NA)                    | 16,206.5 |
| 325510B111, B121       | Paint and varnish removers , including thinners..... | 2005.....    | 45.9                    | 243.3    | (NA)                               | 89.3    | (NA)                                       | 36.7  | (NA)                       | 21.2     | (NA)                    | 175.2    |
|                        |  | 2004..... r/ | 48.9                    | 228.9    | (NA)                               | 77.3    | (NA)                                       | 33.8  | (NA)                       | 20.1     | (NA)                    | 171.7    |
| 325510B141             | Other miscellaneous allied paint products.....       | 2005.....    | 93.1                    | 525.4    | (NA)                               | 176.7   | (NA)                                       | 33.6  | (NA)                       | 85.6     | (NA)                    | 434.3    |
|                        |  | 2004..... r/ | 87.3                    | 476.9    | (NA)                               | 154.4   | (NA)                                       | 32.4  | (NA)                       | 80.3     | (NA)                    | 402.8    |

NA Not available. r/Revised by 5 percent or more from previously published data.

1/Source: Census Bureau report EM 545, U. S. Exports.

2/Source: Census Bureau report IM 145, U. S. Imports for Consumption.

3/Dollar value represents the c.i.f. (cost, insurance, and freight) value at first port of entry in the United States plus U.S. import duties.

4/Apparent consumption is equal to domestic shipments, plus imports, minus exports.

Table 5. Comparison of North American Industry Classification System (NAICS)-Based Product Codes with Schedule B Export Codes and HTSUSA Import Codes: 2005

| Product code              | Product description                                 | Export code 1/ | Import code 2/ |
|---------------------------|---|----------------|----------------|
| 3255101100,<br>4100, 7100 | Paint, varnish, and lacquers.....                   | 3208.10.0000   | 3208.10.0000   |
|                           |   | 3208.20.0000   | 3208.20.0000   |
|                           |   | 3208.90.0000   | 3208.90.0000   |
|                           |   | 3209.10.0000   | 3209.10.0000   |
|                           |   | 3209.90.0000   | 3209.90.0000   |
| 325510B111,<br>B121       | Paint and varnish removers, including thinners..... | 3814.00.0000   | 3814.00.1000   |
|                           |   |                | 3814.00.2000   |
|                           |   |                | 3814.00.5010   |
|                           |   |                | 3814.00.5090   |
| 325510B141                | Other miscellaneous allied paint products.....      | 3210.00.0000   | 3210.00.0000   |
|                           |   | 3211.00.0000   | 3211.00.0000   |
|                           |   | 3214.10.0020   | 3214.10.0020   |
|                           |   | 3214.10.0090   | 3214.10.0090   |

1/Source: 2005 edition, Harmonized System-based Schedule B, Statistical Classification of Domestic and Foreign Commodities Exported from the United States.

2/Source: Harmonized Tariff Schedule of the United States, Annotated (2005).

# Appendix.

## General CIR Survey Information, Explanation of General Terms and Historical Note

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### GENERAL

The CIR program has been providing monthly, quarterly, and annual measures of industrial activity for many years. Since 1904, with its cotton and fats and oils surveys, the CIR program has formed an essential part of an integrated statistical system involving the quinquennial economic census, manufacturing sector, and the annual survey of manufactures. The CIR surveys, however, provide current statistics at a more detailed product level than either of the other two statistical programs.

The primary objective of the CIR program is to produce timely, accurate data on production and shipments of selected products. The data are used to satisfy economic policy needs and for market analysis, forecasting, and decision making in the private sector. The product-level data generated by these surveys are used extensively by individual firms, trade associations, and market analysts in planning or recommending marketing and legislative strategies, particularly if their industry is significantly affected by foreign trade. Although production and shipments information are the two most common data items collected, the CIR program collects other measures also such as inventories, orders, and consumption. These surveys measure manufacturing activity in important commodity areas such as textiles and apparel, chemicals, primary metals, computer and electronic components, industrial equipment, aerospace equipment, and consumer goods.

The CIR program uses a unified data collection, processing, and publication system. The U.S. Census Bureau updates the survey panels for most reports annually and reconciles the estimates to the results of the broader-based annual survey of manufactures and the economic census, manufacturing sector. The manufacturing sector provides a complete list of all producers of the products covered by the CIR program and serves as the primary source for CIR sampling. Where a small number of producers exist, CIR surveys cover all known producers of a product. However, when the number of producers is too large, cutoff and random sampling techniques are used. Surveys are continually reviewed and modified to provide the most up-to-date information on products produced. The CIR program includes a group of mandatory and voluntary surveys. Typically the monthly and quarterly surveys are conducted on a voluntary basis. Those companies that choose not to respond to the voluntary surveys are required to submit a mandatory annual counterpart corresponding to the more frequent survey.

### NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS), 1997

The adoption of the North American Industry Classification System (NAICS) in the 1997 Economic Census has had a major impact on the comparability of current and historic data. Approximately half of the industries in the manufacturing sector of NAICS do not have comparable industries in the Standard Industrial Classification (SIC) system that was used in the past.

While most of the change affecting the manufacturing sector was change within the sector, some industries left manufacturing and others came into manufacturing. Prominent among those that left manufacturing are logging and portions of publishing. Prominent among the industries that came into the manufacturing sector are bakeries, candy stores where candy is made on the premises, custom tailors, makers of custom draperies, and tire retreading. The net effect of the classification changes are such that if the 1997 value of shipments data for all manufacturers were tabulated on an SIC basis, it would be approximately 3 percent higher.

Listed below are the NAICS sectors:

- 21 Mining
- 22 Utilities
- 23 Construction
- 31-33 Manufacturing
- 42 Wholesale Trade
- 44-45 Retail Trade
- 48-49 Transportation and Warehousing
- 51 Information
- 52 Finance and Insurance
- 53 Real Estate and Rental and Leasing
- 54 Professional, Scientific, and Technical Services
- 55 Management of Companies and Enterprises
- 56 Administrative and Support and Waste Management and Remediation Services
- 61 Educational Services
- 62 Health Care and Social Assistance
- 71 Arts, Entertainment, and Recreation
- 72 Accommodation and Foodservices
- 81 Other Services (except Public Administration)

(Not listed above are the Agriculture, Forestry, Fishing, and Hunting sector (NAICS 11), partially covered by the census of agriculture conducted by the U.S. Department of Agriculture, and the Public Administration sector (NAICS 92), covered by the census of governments conducted by the Census Bureau.)

The 20 NAICS sectors are subdivided into 96 subsectors (three-digit codes), 313 industry groups (four-digit codes), and, as implemented in the United States, 1170 industries (five- and six-digit codes).

## FUNDING

The Census Bureau funds most of the surveys. However, a number of surveys are paid for either fully or partially by other Federal Government agencies or private trade associations. A few surveys are mandated, but all are authorized by Title 13 of the United States Code.

## RELIABILITY OF DATA

Survey error may result from several sources including the inability to obtain information about all cases in the survey, response errors, definitional difficulties, differences in the interpretation of questions, mistakes in recording or coding the reported data, and other errors of collection, response, coverage, and estimation. These nonsampling errors also occur in complete censuses. Although no direct measurement of the biases due to these nonsampling errors has been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is the imputing of data for nonrespondents, for late reporters, and for data that fail logic edits. Missing figures are imputed based on period-to-period movements shown by reporting firms. A figure is considered to be an impute if the value was not directly reported on the questionnaire, directly derived from other reported items, directly available from supplemental sources, or obtained from the respondent during the analytical review phase. Imputation generally is limited to a maximum of 10 percent for any one data cell. Figures with imputation rates greater than 10 percent are suppressed or footnoted. The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, because the actual yearly movements for nonrespondents may or may not closely agree with the imputed movements. The range of difference between the actual and imputed figures is assumed to be small. The degree of uncertainty regarding the accuracy of the published data increases as the percentage of imputation increases. Figures with imputation rates above 10 percent should be used with caution.

## DATA REVISIONS

Statistics for previous years may be revised as the result of corrected figures from respondents, late reports for which imputations were originally made, or other corrections. Data that have been revised by more than 5 percent from previously published data are indicated by footnotes.

## DISCLOSURE

The Census Bureau collects the CIR data under the authority of Title 13, United States Code, which specifies that the information can only be used for statistical purposes and cannot be published or released in any manner that would identify a person, household, or establishment. "D" indicates that data in the cell have been suppressed to avoid disclosure of information pertaining to individual companies.

## EXPLANATION OF GENERAL TERMS

**Capacity.** The maximum quantity of a product that can be produced in a plant in 1 day if operating for 24 hours. Includes the capacity of idle plants until the plant is reported to be destroyed, dismantled, or abandoned.

**Consumption.** Materials used in producing or processing a product or otherwise removing the product from the inventory.

**Exports.** Includes all types of products shipped to foreign countries, or to agents or exporters for reshipment to foreign countries.

**Gross shipments.** The quantity or value of physical shipments from domestic establishments of all products sold, transferred to other establishments of the same company, or shipped on consignment, whether for domestic or export sale or use. Shipments of products purchased for resale are omitted. Shipments of products made under toll arrangements are included.

**Interplant transfers.** Shipments to other domestic plants within a company for further assembly, fabrication, or manufacture.

**Inventories.** The quantity or value of finished goods, work in progress, and materials on hand.

**Machinery in place.** The number of machines of a particular type in place as of a particular date whether the machinery was used for production, prototype, or sampling, or was idle. Machinery in place includes all machinery set up in operating positions.

**Net receipts.** Derived by subtracting the materials held at the end of the previous month from the sum of materials used during the current month.

**Production.** The total volume of products produced, including: products sold; products transferred or added to inventory after adjustments for breakage, shrinkage, and obsolescence, plus any other inventory adjustment; and products that undergo further manufacture at the same establishment.

**Quantities produced and consumed.** Quantities of each type of product produced by a company for internal consumption within that same company.



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**Quantity and value of new orders.** The sales value of orders received during the current reporting period for products and services to be delivered immediately or at some future date. Also represents the net sales value of contract change documents that increase or decrease the sales value of the orders to which they are related, when the parties concerned are in substantial agreement as to the amount involved. Included as orders are only those that are supported by binding legal documents such as signed contracts or letter contracts.

**Quantity and value of shipments.** The figures on quantity and value of shipments represent physical shipments of all products sold, transferred to other establishments of the same company, or shipped on consignment, whether for domestic or export sale. The value represents the net sales price, f.o.b. plant, to the customer or branch to which the products are shipped, net of discounts, allowances, freight charges, and returns. Shipments to a company's own branches are assigned the same value as comparable appropriate allocation of company overhead and profit. Products bought and resold without further manufacture are excluded.

**Stocks.** Total quantity of ending finished inventory.

**Unfilled orders (backlog).** Calculated by adding net new orders and subtracting net sales from the backlog at the end of the preceding year.

#### **HISTORICAL NOTE**

Data on paint, varnish, and lacquer have been collected by the Census Bureau since 1928. Prior to 1981, a monthly sample survey, benchmarked to the census of manufactures, was used to collect these data. Beginning with data year 1981, an annual survey on paint and related products was added. The monthly survey was still conducted through 1990. Beginning in 1991, due to budget reductions, the monthly series was canceled and replaced with a similar quarterly series.

Historical data may be obtained from Current Industrial Reports (called Facts for Industry before 1959) available at your local Federal Depository Library.

**Exhibit 6: Advertising and sales aids expenses, Textured Coatings of America, Inc.,  
2000-2006.**

Textured Coatings of America, Inc.  
Advertising Cost Analysis  
2000 - 2006

|   | <b>PROJECTED</b>  |                   |                   |                   |                   |                   |                   |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
|   | <b>2006</b>       | <b>2005</b>       | <b>2004</b>       | <b>2003</b>       | <b>2002</b>       | <b>2001</b>       | <b>2000</b>       |
| Advertising - General                   | 1,168.00          | -                 | 21,151.24         | 13,507.87         | 3,863.65          | -                 | 9,846.55          |
| General Advertising - Commercial        | 11,283.56         | 15,509.81         | 12,471.31         | 16,495.92         | 17,779.47         | 35,166.63         | 40,486.66         |
| General Advertising - Home Imp.         | 11,283.56         | 15,509.79         | 12,338.81         | 18,491.95         | 41,234.39         | 32,519.40         | 38,963.06         |
| <b>Total General Advertising</b>        | <b>23,735.12</b>  | <b>31,019.60</b>  | <b>45,961.36</b>  | <b>48,495.74</b>  | <b>62,877.51</b>  | <b>67,686.03</b>  | <b>89,296.27</b>  |
| Sales Aids - General                    | 41,328.94         | 16,960.94         | 27,510.43         | 11,259.80         | 14,069.36         | 1,274.00          | -                 |
| Sales Aids Commercial                   | 92,556.56         | 76,114.84         | 98,346.99         | 76,490.10         | 30,956.61         | 46,122.50         | 28,181.55         |
| Sales Aids - Home Improvement           | 58,058.78         | 65,709.04         | 166,478.51        | 122,615.13        | 83,827.06         | 81,891.25         | 80,555.02         |
| <b>Total Sales Aids</b>                 | <b>191,944.28</b> | <b>158,784.82</b> | <b>292,335.93</b> | <b>210,365.03</b> | <b>128,853.03</b> | <b>129,287.75</b> | <b>108,736.57</b> |
| <b>Total Advertising and Sales Aids</b> | <b>215,679.40</b> | <b>189,804.42</b> | <b>338,297.29</b> | <b>258,860.77</b> | <b>191,730.54</b> | <b>196,973.78</b> | <b>198,032.84</b> |